

# Marketing North Carolina Fruit & Vegetables

**2011 Crop**

got to be  
**NC**  
AGRICULTURE



## PREFACE

This publication is a summary of the 2011 marketing season for North Carolina fruits and vegetables.

The information contained in this summary was compiled from daily reports by the Federal-State Market News office in Raleigh, North Carolina and Orlando, Florida along with related data from the North Carolina Department of Agriculture and Consumer Services, Agricultural Statistics Service and the United States Department of Agriculture National Agricultural Statistics Service. This summary is provided for historical interest and use in planning and marketing future crops.

Appreciation is extended to participating industry members, including shippers, growers, buyers, and processors. Their willingness to supply information made this summary and the daily reports possible. Special thanks to the following NCDA&CS staff for their hard work and dedication: the Division of Marketing Art Department, the Print Section, and Market News.

This summary was assembled by Karrie Gonzalez, NCDA&CS Market News Reporter. For further information, or additional copies of this summary, please contact the NCDA&CS Market News office. Additional archived information can now be accessed by logging on to the USDA Market News portal at: <http://marketnews.usda.gov/portal/fv> .

North Carolina Department of Agriculture & Consumer Services  
Steve Troxler, Commissioner  
Market News Section, Division of Marketing  
1020 Mail Service Center  
Raleigh, North Carolina 27699-1020  
(919) 707-3156

Sherry Barefoot, Market News Manager

*Released: April 2012*

*150 copies of this public document were printed at a total cost of \$180.69 or \$1.20 per copy.*



# Marketing North Carolina Fruit & Vegetable Crops of 2011

## TABLE OF CONTENTS

Blueberries.....	4-6
Strawberries.....	7-8
Eastern North Carolina Vegetable Shipments.....	9
Marketing North Carolina Vegetables (Acreage, Yield, Production & Value).....	9
Eastern North Carolina Vegetable Season – Growing and Harvesting.....	10-11
Cabbage.....	12-14
Cucumbers.....	15
Squash.....	16
Beans.....	17
Peppers.....	18
Potatoes.....	19-21
Sweet potatoes.....	22-24
Greens.....	25
Watermelons.....	26-28

## **NORTH CAROLINA BLUEBERRIES 2011 SEASON**

The 2011 North Carolina blueberry crop was of excellent quality due to the combination of a dry harvest season and good labor availability, which allowed growers to harvest top-quality fruit in a timely fashion. Most growers began harvesting around 16 May, with the bulk of the crop a few days early overall. Total volume was slightly reduced compared to the previous year, due to weather. The primary weather-related causes of loss were poor pollination in late March/early April, and drought during June and July.

In southeastern NC, cool, wet weather for an eight-day period (25 March to 1 April) decreased bee activity and thus pollination success of flowers that were blooming during that time, and reduced the volume of fruit on 'Croatan' and other cultivars in the same flowering period. In late April, small, unexpanded berries that had not been adequately pollinated were falling off the bushes at many locations. Not all fields were affected to the same degree, because bloom times vary by location and cultivar.

A drought from late May through July resulted in some shriveled fruit and loss of berry size, which accounts in part for the slight reduction in overall yield for the state. The drought was a real challenge -- most growers have irrigation, and with near-constant watering were able to keep fields from getting too dry; however fields without irrigation were severely affected and some bushes were lost.

Price and volume data were obtained from eight major shippers in the 2011 season. The first price reported for flats of 12-1 pint cups with lids was on May 17. Prices ranged mostly \$20.50-\$22.00. The last f.o.b. price report was issued on July 08 at \$16.00. Approximately 29.0 million pounds, an equivalent of 3.2 million 12 1-pint flats, were shipped for fresh market. There was also an additional 7.7 million pounds processed (frozen). This total (fresh + processed) of 36.7 million pounds represents a record volume of berries harvested for fresh sales, a reduced volume of processed berries (frozen), and a slight reduction in overall pounds for the state.

Source: Bill Cline, Research and Extension Specialist, NC State University

## NORTH CAROLINA BLUEBERRIES 2011 SEASON

FOB DATE	FLATS SHIPPED (12 1-pint cups equivalent)	PRICE PER FLAT (12 1-pint cups)	
		Low	High
11-May	1,491	-	-
12-May	3,775	-	-
13-May	1,152	-	-
14-May	10,245	-	-
15-May	9,524	-	-
16-May	31,340	-	-
17-May	42,685	20.50	22.00
18-May	83,478	20.50	22.00
19-May	96,273	20.50	22.00
20-May	75,745	20.50	22.00
21-May	79,652	-	-
22-May	29,928	-	-
23-May	97,664	20.00	21.00
24-May	146,891	20.00	21.00
25-May	132,432	20.00	21.00
26-May	120,329	20.00	21.00
27-May	121,524	20.00	21.00
28-May	107,597	-	-
29-May	45,347	-	-
30-May	93,509	-	-
31-May	107,287	19.00	20.00
01-Jun	121,503	18.50	20.00
02-Jun	109,345	18.50	20.00
03-Jun	96,636	18.50	20.00
04-Jun	87,878	-	-
05-Jun	43,205	-	-
06-Jun	51,423	18.50	20.00
07-Jun	85,154	18.00	19.00
08-Jun	64,258	18.00	19.00
09-Jun	61,467	18.00	19.00
10-Jun	50,155	18.00	19.00
11-Jun	68,092	-	-
12-Jun	37,180	-	-
13-Jun	50,634	17.00	18.00
14-Jun	59,952	17.00	18.00
15-Jun	68,786	17.00	18.00
16-Jun	60,845	16.00	18.00
17-Jun	50,045	15.00	17.50
18-Jun	42,888	-	-
19-Jun	21,880	-	-
20-Jun	33,204	14.00	16.00
21-Jun	49,386	14.50	16.00

**NORTH CAROLINA BLUEBERRIES 2011 SEASON (CONTINUED)**

FOB DATE	FLATS SHIPPED (12 1-pint cups equivalent)	PRICE PER FLAT (12 1-pint cups)	
		LOW	HIGH
22-Jun	37,038	14.00	16.00
23-Jun	43,285	14.00	16.00
24-Jun	31,348	14.50	16.00
25-Jun	31,062	-	-
26-Jun	13,829	-	-
27-Jun	24,108	14.50	16.00
28-Jun	27,554	14.50	16.00
29-Jun	24,021	14.00	16.00
30-Jun	16,612	14.00	16.00
01-Jul	20,088	14.00	16.00
02-Jul	18,180	-	-
03-Jul	4,800	-	-
04-Jul	17,156	-	-
05-Jul	11,925	-	-
06-Jul	17,299	15.50	16.00
07-Jul	9,232	15.50	16.00
08-Jul	14,381	16.00	16.00
09-Jul	8,800	-	-
10-Jul	2,500	-	-
11-Jul	9,800	-	-
12-Jul	2,500	-	-
13-Jul	5,500	-	-
14-Jul	5,380	-	-
15-Jul	9,006	-	-
16-Jul	8,100	-	-
17-Jul	4,200	-	-
18-Jul	5,304	-	-
19-Jul	6,312	-	-
20-Jul	3,000	-	-
21-Jul	5,304	-	-
22-Jul	3,000	-	-
23-Jul	3,000	-	-
<b>TOTAL</b>	3,195,408		

**NORTH CAROLINA STRAWBERRIES  
2011 SEASON**

North Carolina ranks fourth in the United States in strawberry production. Approximately ninety percent of the crop is produced for retail and the other ten percent is for wholesale. Fruit is sold direct to the consumers as Pick-Your-Own, at farm stands, or to local supermarket chains and wholesale terminals. The top two states, California and Florida primarily grow for shipping wholesale, while third ranked Oregon grows primarily for processing.

The first f.o.b. shipping point price report was issued on April 20. Prices were \$12.00-\$14.00 for flats of 8 1-pound clamshells. The last price report was issued on May 27. Prices were \$11.00-\$13.00.

According to the United States Department of Agriculture National Agricultural Statistics Service, harvested acreage in 2011 totaled 1,500 compared to 1,500 in 2010. Yield per acre amounted to 130 cwt. compared with 120 cwt. in 2010. Production in 2011 accounted for 19.5 million pounds compared to 18.0 million pounds the previous year. Value of the 2011 crop was 27.3 million dollars. The previous year's production was valued at 24.3 million dollars.

**NORTH CAROLINA STRAWBERRIES 2011 SEASON**

DATE	8/ 1 POUND (or equivalent)	4/ 2 POUND	12/ 1 PINT	PRICE/FLAT 8/ 1 POUND	
				LOW	HIGH
08-Apr	1,400	-	-	-	-
09-Apr	2,500	-	700	-	-
10-Apr	3,100	-	-	-	-
11-Apr	4,600	-	-	-	-
12-Apr	3,316	-	700	-	-
13-Apr	5,100	-	400	-	-
14-Apr	6,399	-	-	-	-
15-Apr	5,800	-	500	-	-
16-Apr	4,100	500	-	-	-
17-Apr	5,064	500	-	-	-
18-Apr	9,338	1,848	-	-	-
19-Apr	7,440	600	1,300	-	-
20-Apr	8,216	1,200	-	12.00	14.00
21-Apr	8,432	700	350	-	-
22-Apr	9,427	1,000	-	-	-
23-Apr	4,916	-	700	-	-
24-Apr	4,500	-	2,452	-	-
25-Apr	8,323	1,000	1,536	10.00	13.00
26-Apr	7,532	300	-	-	-
27-Apr	3,190	50	-	10.00	13.00
28-Apr	7,504	800	768	-	-
29-Apr	10,256	-	-	9.70	11.75
30-Apr	8,156	-	-	-	-
01-May	4,124	216	768	-	-
02-May	8,345	432	500	11.00	12.00
03-May	5,171	437	800	-	-
04-May	4,852	462	500	11.00	12.00
05-May	5,894	-	-	-	-

**NORTH CAROLINA STRAWBERRIES 2011 SEASON (CONTINUED)**

DATE	8/ 1 POUND (or equivalent)	4/ 2 POUND	12/ 1 PINT	PRICE/FLAT 8/ 1 POUND	
				LOW	HIGH
06-May	4,359	54	1,200	11.00	12.00
07-May	2,513	600	200	-	-
08-May	2,500	800	-	-	-
09-May	3,041	123	400	11.00	12.00
10-May	4,425	363	560	-	-
11-May	2,900	-	-	11.00	12.00
12-May	4,608	1,000	500	-	-
13-May	2,406	-	250	11.00	12.00
14-May	4,856	400	750	-	-
15-May	1,910	-	-	-	-
16-May	4,933	-	-	11.00	12.00
17-May	908	-	600	-	-
18-May	2,000	-	144	11.00	12.00
19-May	2,162	540	-	-	-
20-May	2,068	600	-	11.00	13.00
21-May	1,680	900	-	-	-
22-May	300	-	-	-	-
23-May	1,416	1,000	-	11.00	13.00
24-May	2,643	-	-	-	-
25-May	1,000	-	-	11.00	13.00
26-May	1,824	-	-	-	-
27-May	1,712	-	-	11.00	13.00
28-May	1,356	-	-	-	-
29-May	-	-	-	-	-
30-May	-	-	-	-	-
31-May	568	-	-	-	-
01-Jun	700	-	-	-	-
02-Jun	-	-	500	-	-
03-Jun	-	-	-	-	-
04-Jun	-	-	-	-	-
05-Jun	-	-	-	-	-
06-Jun	648	-	400	-	-
07-Jun	100	-	-	-	-
08-Jun	-	-	300	-	-
09-Jun	-	-	-	-	-
10-Jun	-	-	300	-	-
<b>TOTAL</b>	226,531	16,425	18,078		

## 2011 EASTERN NORTH CAROLINA VEGETABLE SEASON

Shipments of vegetables from Eastern North Carolina were exclusively by truck. The breakdown of shipments by commodity is as follows:

VEGETABLES	SHIPPING SEASON		SHIPMENTS-10,000 LB. UNITS
Beans	May 28	Jul 02	483
Cabbage			
Spring	May 14	Jul 04	1,676
Fall	Oct 08	Jan 19	1,983
Cucumbers	Jun 01	Jul 01	1,274
Potatoes			
Table Stock	Jun 13	Jul 25	2,915
Chip Stock	Jun 04	Jul 30	22,198
Squash	May 30	Jul 18	127
Eggplant	Jun 14	Jul 28	380
Bell Pepper	Jun 10	Jul 23	2,737

### MARKETING NORTH CAROLINA VEGETABLES FRESH MARKET VEGETABLES – ACREAGE, YIELD, PRODUCTION AND VALUE 2009-2011

	Area Harvested (Acres)			Yield Per Acre (Cwt.)			Production (1,000 Cwt.)		
	2009	2010	2011	2009	2010	2011	2009	2010	2011
Beans, Snap	6,000	4,400	5,300	40	23	30	240	101	159
Cabbage	5,400	5,000	3,900	220	270	230	1,188	1,350	897
Cucumbers	7,500	6,100	5,300	160	110	140	1,200	671	742
Peppers, Bell	3,200	3,400	2,600	400	270	305	1,280	918	793
Squash	3,200	3,400	3,300	110	90	130	352	306	429

	Value Per Cwt. (Dollars)			Value Total (1,000 Dollars)		
	2009	2010	2011	2009	2010	2011
Beans, Snap	31.00	30.00	44.20	7,440	3,030	7,028
Cabbage	12.50	10.50	14.30	14,850	14,175	12,825
Cucumbers	20.00	17.50	23.30	24,000	11,743	17,289
Peppers, Bell	32.00	32.00	38.00	40,960	29,376	30,134
Squash	32.00	30.00	60.00	11,264	9,180	25,740

Source: *Vegetables 2011 Summary (January 2012)*  
USDA, National Agricultural Statistics Service

## 2011 EASTERN NORTH CAROLINA VEGETABLE SEASON GROWING AND HARVESTING

North Carolina received below normal precipitation during the months of January and February. Average temperatures were below normal during January, but by the final week of February temperatures were above normal, ranging from 45-56 degrees. Overall, field work was limited due to continued cold, dry weather and winds.

Below normal precipitation and above normal temperatures continued throughout March. During this time cabbage, Irish potatoes, cucumbers, snap beans, sweet corn and watermelon plantings got underway. Statewide soil moisture levels were rated at 4 percent very short, 18 percent short, 72 percent adequate and 6 percent surplus.

April brought a whirlwind of weather which included snow and tornados. On April 16 a devastating tornado swept across Central and Eastern North Carolina. Field work was limited throughout much of the month as many farmers evaluated damage and cleaned up after the storms. Irish potato plantings were wrapped up the week ending April 10 with 97 percent of the crop planted compared to 98 percent last year and 97 percent for the five year average. Crop conditions were rated mostly good. Preparation for other spring plantings such as bell peppers and squash continued and the harvesting of strawberries got underway.

The State experienced below normal precipitation and above average temperatures throughout the month of May. By the week ending May 29 statewide soil moisture levels were rated at 9 percent very short, 22 percent short, 64 percent adequate and 5 percent surplus. During this time sweet potato plantings got underway with 35 percent of the crop planted compared to 25 percent last year and 40 percent for the five year average. The harvest of blueberries, snap beans, spring cabbage and squash also began.

Average temperatures throughout the month of June were above normal while average precipitation remained below average. Several thunderstorms throughout the month still left most areas very dry and by the week ending June 26 statewide soil moisture levels were rated at 24 percent very short, 38 percent short, 34 percent adequate and 4 percent surplus. At this time 82 percent of the sweet potato crop had been planted compared to 84 percent last year and 90 percent for the five year average. Also during June, Irish potato harvest began and by the week ending June 26 54 percent of the crop had been harvested. Other crops being harvested included cucumbers, eggplant and bell pepper.

Overall the State experienced below normal precipitation and above average temperatures during the month of July causing stress to all crops. By the week ending July 24 statewide soil moisture levels were rated at 21 percent very short, 38 percent short, 40 percent adequate and 1 percent surplus. Sweet potato crop conditions were rated mostly fair. Watermelon harvest began and Irish potato harvest finished up with 100 percent of the crop harvested compared to 99 percent last year and 96 percent for the five year average.

The first three weeks of August experienced scattered showers, but precipitation was still below normal with average temperatures above normal therefore providing little relief to crops. On Saturday, August 27, Eastern North Carolina was hit by Hurricane Irene causing damage to crops, equipment and buildings as well as flooding in some areas. Sweet potato conditions were rated mostly fair to good. Statewide soil moisture levels were rated at 12 percent very short, 32 percent short, 47 percent adequate and 9 percent surplus.

**2011 EASTERN NORTH CAROLINA VEGETABLE SEASON  
GROWING AND HARVESTING (CONTINUED)**

Tropical Storm Lee brought some much needed rain to the Mountain region of the State during the second week of September, but provided little relief to the rest of the State. However, during the week ending September 25 above normal precipitation in many areas helped to increase soil moisture levels to 1 percent very short, 8 percent short, 63 percent adequate and 28 percent surplus. At this time 37 percent of the sweet potato crop was harvested compared to 30 percent last year and 26 percent for the five year average.

October was mostly cool and dry allowing producers to get a lot of field work done. Sweet potato harvest continued with 82 percent of the crop harvested. This compares to 77 percent last year and 79 percent for the five year average.

Average temperatures ranged from below normal during the first two weeks of November to above normal for the last two weeks. Precipitation was mostly below normal. Sweet potato harvest wrapped up during the week ending November 13 with 95 percent of the crop harvested compared to 90 percent last year and 95 percent for the five year average.

December finished out the year with above normal average temperatures. Below normal precipitation allowed for at least 5 suitable days of field work each week. Statewide soil moisture levels for the month ending December 2011 were rated 1 percent very short, 9 percent short, 77 percent adequate and 13 percent surplus.

*Source: USDA, NASS North Carolina Field Office*

**PRECIPITATION SUMMARY MONTH ENDING December 2011**

<b>CITY</b>	<b>TOTAL PRECIPITATION SINCE JANUARY 01, 2011 (INCHES)</b>	<b>DEPARTURE FROM NORMAL SINCE JANUARY 01, 2011 (INCHES)</b>
Asheville	45.85	-1.22
Elizabeth City	36.91	-10.07
Goldsboro	39.15	-10.69
Kinston	53.85	+2.73
Raleigh-Durham	43.70	+0.65
Rocky Mount	39.44	-2.92
Whiteville	43.64	-6.43
Williamston	51.83	+3.18
Wilmington	43.39	-13.68

*Source: USDA, NASS North Carolina Field Office*

## EASTERN NORTH CAROLINA CABBAGE

Cabbage is primarily grown in the Coastal Plain of North Carolina. According to the National Agricultural Statistics Service, 4,900 acres were planted and 3,900 total acres were harvested in 2011, compared to 5,000 acres harvested in 2010. Yields per acre were 230 cwt. in 2011 compared to 270 cwt. in 2010 and 220 cwt. in 2009. Production in 2011 accounted for 897,000 cwt. compared to 1,350,000 cwt. in 2010. Value of the 2011 crop was 12.8 million dollars. Production in 2010 was valued at 14.2 million dollars.

Spring transplanting usually begins around January 20 and is most active from February 05 – March 01. Transplanting is virtually complete by March 19. Spring harvest starts around April 20. Harvesting is most active May 10 – June 15 and is usually complete by June 30.

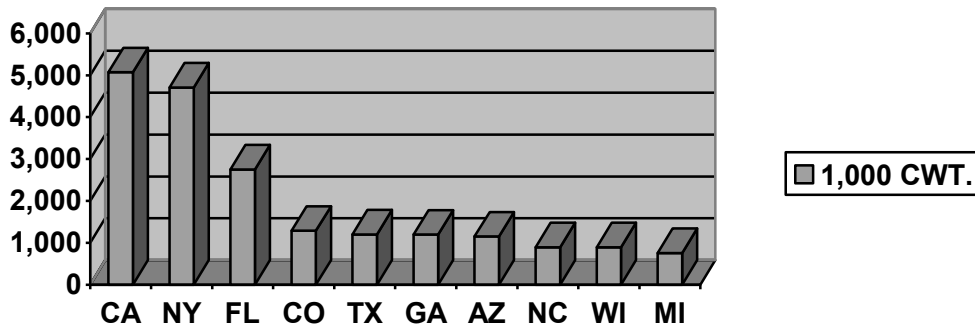
Fall transplanting normally begins around July 15, is most active from July 20 – August 05, and completed by August 10. Harvest is under way around October 15. November 10 – December 31 is when fall harvest is the most active. The production season is usually completed around January 31.

Round green and red cabbages are normally packaged in 50 pound cartons. Each carton contains 16-20 heads. Savoy cabbage is packaged in 40 pound cartons. Mesh sacks are also used.

### CABBAGE SHIPMENTS – 10,000 LB. UNITS

	<u>2011</u>	<u>2010</u>	<u>2009</u>
<b>SPRING</b>	1,676	1,962	2,102
<b>FALL</b>	1,983	1,546	1,932

### 2011 CABBAGE PRODUCTION TOP TEN STATES



**NORTH CAROLINA SPRING CABBAGE 2011 SEASON  
F.O.B. SHIPPING POINT BASIS**

The first f.o.b. shipping point price report for the spring crop was released on May 31. Opening prices for round green cabbage were \$6.00 to \$7.00. The final report was issued on June 24. Prices were \$8.00 to \$10.00.

**ROUND GREEN TYPE  
50 LB. CTNS.  
MEDIUM**

DATE	LOW	HIGH
31-May	6.00	7.00
01-Jun	6.00	7.00
02-Jun	6.00	7.00
03-Jun	6.00	7.00
04-Jun	-	-
05-Jun	-	-
06-Jun	6.50	7.50
07-Jun	7.00	10.00
08-Jun	8.00	10.00
09-Jun	8.00	10.00
10-Jun	8.00	10.00
11-Jun	-	-
12-Jun	-	-
13-Jun	10.00	12.00
14-Jun	10.00	12.00
15-Jun	10.00	12.00
16-Jun	10.00	12.00
17-Jun	10.00	12.00
18-Jun	-	-
19-Jun	-	-
20-Jun	10.00	12.00
21-Jun	10.00	12.00
22-Jun	10.00	12.00
23-Jun	9.00	10.00
24-Jun	8.00	10.00
25-Jun	-	-
26-Jun	-	-
27-Jun	-	-
28-Jun	-	-
29-Jun	-	-
30-Jun	-	-
01-Jul	-	-

**NORTH CAROLINA FALL CABBAGE 2011 SEASON  
F.O.B. SHIPPING POINT BASIS**

The first f.o.b. shipping point price report for the fall crop was released on November 14. Opening prices for round green cabbage were \$8.00 to \$9.00. The final report was issued on December 15. Prices were \$5.00 to \$6.00.

**ROUND GREEN TYPE  
50 LB. CTNS.  
MEDIUM**

DATE	LOW	HIGH
14-NOV	8.00	9.00
15-NOV	8.00	9.00
16-NOV	8.00	9.00
17-NOV	7.00	9.00
18-NOV	7.00	9.00
19-NOV	-	-
20-NOV	-	-
21-NOV	7.00	8.00
22-NOV	7.00	8.00
23-NOV	7.00	8.00
24-NOV	-	-
25-NOV	-	-
26-NOV	-	-
27-NOV	-	-
28-NOV	6.00	7.00
29-NOV	6.00	7.00
30-NOV	6.00	7.00
01-DEC	6.00	7.00
02-DEC	6.00	6.00
03-DEC	-	-
04-DEC	-	-
05-DEC	5.00	6.00
06-DEC	5.00	6.00
07-DEC	5.00	6.00
08-DEC	-	-
09-DEC	5.00	6.00
10-DEC	-	-
11-DEC	-	-
12-DEC	5.00	6.00
13-DEC	5.00	6.00
14-DEC	5.00	6.00
15-DEC	5.00	6.00
16-DEC	-	-

**NORTH CAROLINA CUCUMBERS 2011 SEASON  
F.O.B. SHIPPING POINT BASIS**

DATE	WAXED 1 1/9 BU CTNS/CRTS MEDIUM		WAXED 1 1/9 BU CTNS/CRTS FAIR QUALITY		WAXED CTNS 24s	
	LOW	HIGH	LOW	HIGH	LOW	HIGH
03-Jun	14.00	16.00	8.00	8.00	4.00	5.00
04-Jun	-	-	-	-	-	-
05-Jun	-	-	-	-	-	-
06-Jun	14.00	14.35	6.35	8.00	3.35	5.00
07-Jun	14.00	14.35	6.00	7.00	3.00	5.00
08-Jun	14.00	14.35	6.00	7.00	3.00	5.00
09-Jun	14.00	14.35	6.00	6.35	3.00	4.00
10-Jun	14.00	14.35	6.00	6.35	3.00	4.00
11-Jun	-	-	-	-	-	-
12-Jun	-	-	-	-	-	-
13-Jun	14.00	14.35	6.00	6.35	3.00	4.00
14-Jun	14.00	16.35	6.00	6.35	3.35	4.00
15-Jun	16.00	16.35	6.00	6.00	3.00	4.00
16-Jun	18.00	18.35	8.00	8.35	4.00	4.35
17-Jun	18.00	18.35	8.00	8.35	4.00	4.35
18-Jun	-	-	-	-	-	-
19-Jun	-	-	-	-	-	-
20-Jun	20.00	20.35	14.00	14.35	6.00	6.35
21-Jun	20.00	20.35	14.00	14.35	6.00	6.35
22-Jun	20.00	20.35	14.00	14.35	6.00	6.35
23-Jun	-	-	-	-	-	-
24-Jun	20.00	20.35	12.35	13.00	6.00	6.35
25-Jun	-	-	-	-	-	-
26-Jun	-	-	-	-	-	-
27-Jun	20.00	20.35	10.00	12.35	-	-
28-Jun	20.00	20.35	10.00	12.35	-	-
29-Jun	-	-	-	-	-	-
30-Jun	-	-	-	-	-	-
01-Jul	-	-	-	-	-	-
02-Jul	-	-	-	-	-	-
03-Jul	-	-	-	-	-	-
04-Jul	-	-	-	-	-	-
05-Jul	-	-	-	-	-	-

**NORTH CAROLINA SQUASH 2011 SEASON  
F.O.B. SHIPPING POINT BASIS**

DATE	ZUCCHINI 1/2 & 5/9 BU CTNS/CRTS				YELLOW STRAIGHTNECK 1/2 & 5/9 BU CTNS/CRTS			
	MEDIUM		SMALL		MEDIUM		SMALL	
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
01-Jun	-	-	-	-	6.00	6.00	8.00	8.00
02-Jun	-	-	-	-	6.00	6.00	8.00	8.00
03-Jun	4.00	4.00	6.00	6.00	6.00	6.00	8.00	8.00
04-Jun	-	-	-	-	-	-	-	-
05-Jun	-	-	-	-	-	-	-	-
06-Jun	6.00	6.00	8.00	8.00	8.00	10.00	10.00	12.00
07-Jun	6.00	6.00	8.00	8.00	8.00	10.00	10.00	12.00
08-Jun	8.00	10.00	10.00	12.00	10.00	12.00	12.00	14.00
09-Jun	-	-	-	-	10.00	12.00	12.00	14.00
10-Jun	8.00	10.00	10.00	12.00	10.00	12.00	12.00	14.00
11-Jun	-	-	-	-	-	-	-	-
12-Jun	-	-	-	-	-	-	-	-
13-Jun	-	-	-	-	-	-	-	-
14-Jun	8.00	10.00	10.00	12.00	10.00	10.00	12.00	12.00
15-Jun	-	-	-	-	10.00	10.00	12.00	12.00
16-Jun	-	-	-	-	-	-	-	-
17-Jun	8.00	10.00	10.00	12.00	10.00	10.00	12.00	12.00
18-Jun	-	-	-	-	-	-	-	-
19-Jun	-	-	-	-	-	-	-	-
20-Jun	-	-	-	-	-	-	-	-
21-Jun	-	-	-	-	-	-	-	-
22-Jun	-	-	-	-	-	-	-	-
23-Jun	-	-	-	-	-	-	-	-
24-Jun	-	-	-	-	-	-	-	-
25-Jun	-	-	-	-	-	-	-	-
26-Jun	-	-	-	-	-	-	-	-
27-Jun	-	-	-	-	-	-	-	-
28-Jun	10.00	12.00	12.00	14.00	8.00	12.00	10.00	14.00
29-Jun	10.00	12.00	12.00	14.00	-	-	-	-
30-Jun	-	-	-	-	-	-	-	-
01-Jul	-	-	-	-	-	-	-	-

**NORTH CAROLINA BEANS 2011 SEASON  
F.O.B. SHIPPING POINT BASIS**

**ROUND GREEN TYPE MACHINE PICKED  
BU CTNS/CRTS**

<b>DATE</b>	<b>LOW</b>	<b>HIGH</b>
01-Jun	26.00	26.00
02-Jun	26.00	26.00
03-Jun	24.00	26.00
04-Jun	-	-
05-Jun	-	-
06-Jun	18.00	18.00
07-Jun	16.00	18.00
08-Jun	14.00	14.00
09-Jun	12.00	14.00
10-Jun	10.00	12.00
11-Jun	-	-
12-Jun	-	-
13-Jun	12.00	14.00
14-Jun	14.00	15.00
15-Jun	-	-
16-Jun	-	-
17-Jun	23.00*	25.00*
18-Jun	-	-
19-Jun	-	-
20-Jun	-	-
21-Jun	-	-
22-Jun	-	-

*\*Higher F.O.B. prices represent a shortage in supply at the end of the growing season.*

**NORTH CAROLINA PEPPER 2011 SEASON  
F.O.B. SHIPPING POINT BASIS**

**BELL TYPE GREEN  
1 1/9 BU CTNS/CRTS**

DATE	JUMBO		EXTRA LARGE		FAIR QUALITY		LARGE	
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
20-Jun	20.00	20.35	18.00	20.35	-	-	16.00	18.35
21-Jun	20.00	20.35	18.00	20.35	14.00	16.35	16.00	18.35
22-Jun	20.00	20.35	18.00	20.35	14.00	16.35	16.00	18.35
23-Jun	18.35	20.35	16.35	18.35	14.35	14.35	16.35	16.35
24-Jun	18.35	20.35	16.35	16.35	12.35	14.35	14.35	14.35
25-Jun	-	-	-	-	-	-	-	-
26-Jun	-	-	-	-	-	-	-	-
27-Jun	16.00	16.35	14.35	14.35	12.00	12.35	12.35	12.35
28-Jun	16.00	16.35	12.00	14.35	10.00	12.35	10.00	12.35
29-Jun	16.00	16.35	12.00	14.35	10.00	12.35	10.00	12.35
30-Jun	14.00	16.35	12.00	14.35	10.00	10.35	10.00	12.35
01-Jul	14.00	16.35	12.00	14.35	8.00	10.35	10.00	12.35
02-Jul	-	-	-	-	-	-	-	-
03-Jul	-	-	-	-	-	-	-	-
04-Jul	-	-	-	-	-	-	-	-
05-Jul	14.35	14.35	12.35	12.35	8.00	8.35	10.35	10.35
06-Jul	14.00	14.35	10.00	12.35	8.00	8.35	10.00	10.35
07-Jul	14.00	14.35	10.00	12.35	8.00	8.35	10.00	10.35
08-Jul	14.00	14.35	10.00	12.35	8.00	8.35	10.00	10.35
09-Jul	-	-	-	-	-	-	-	-
10-Jul	-	-	-	-	-	-	-	-
11-Jul	14.35	14.35	12.00	12.35	8.00	10.35	10.00	10.35
12-Jul	14.35	14.35	12.35	12.35	8.35	9.35	10.35	10.35
13-Jul	14.35	14.35	12.35	12.35	8.35	9.35	10.35	10.35
14-Jul	14.35	14.35	12.35	12.35	8.35	10.35	9.35	10.35
15-Jul	-	-	-	-	8.35	10.35	-	-
16-Jul	-	-	-	-	-	-	-	-
17-Jul	-	-	-	-	-	-	-	-
18-Jul	-	-	-	-	8.35	10.35	-	-
19-Jul	-	-	-	-	8.00	8.35	-	-
20-Jul	-	-	-	-	-	-	-	-

## MARKETING EASTERN NORTH CAROLINA POTATOES

**PRODUCTION:** According to the National Agricultural Statistics Service, growers in the spring and summer of 2011 harvested 16,500 acres of potatoes compared to 15,000 acres in 2010. Yield per acre was 170 cwt. compared to 195 cwt. in 2010. Total production for 2011 was 2.81 million pounds compared to 2.93 million pounds in 2010.

**GROWING AND HARVESTING:** Potatoes grown in Eastern North Carolina are generally Round White varieties used for both chip and table purposes, with the chip stock the dominant usage. A few Round Reds and Russets are grown for table use. Potatoes are generally grown in the coastal areas of North Carolina from the Beaufort area north to the Elizabeth City area.

**MARKETING:** Table - Packed in 50 pound sacks, baled in 5 10-pound sacks and baled in 10 5-pound sacks. The first f.o.b. price report for Round White U.S. No. One, size A 50 pound sacks was on June 20 and was mostly \$12.00. The last price report was on July 14 at \$10.00-\$11.00. Round Red U.S. No. One, size A 50 pound sacks were first reported on June 28 and were mostly \$16.00-\$20.00. The last price report was on July 14 at \$16.00-\$20.00. The first f.o.b. price report for Yellow Type U.S. No. One, size A 50 pound sacks was on July 01 and was mostly \$21.00-\$24.00. The last price report was on July 14 at \$21.00-\$24.00.

Chip – Potatoes are sold bulk per hundred weight and marketed in 2011 generally on a contract basis. The general contract price on Round White Atlantics 85% or better U.S. No. One bulk per cwt. was \$9.50-\$10.25.

**TRANSPORTATION:** Trucks are the main commercial means to transport the potato crop. Shipments of table stock potatoes reported to the Market News Service totaled 29.6 million pounds. This compares to 24.8 million pounds for the previous year. Movement was moderate throughout the season. Shipments of chip potatoes reported amounted to 222.0 million pounds compared with 201.8 million pounds reported in 2010.

### NORTH CAROLINA CHIP POTATO SHIPMENTS FOR THE 2011 SEASON

WEEK ENDING	SHIPMENTS (CWT.)	PRICE TO GROWERS (OPEN MARKET)		PRICE TO GROWERS (PER CWT CONTRACT)	
		LOW	HIGH	LOW	HIGH
04-JUN	1,000	-	-	-	-
11-JUN	52,968	-	-	-	-
18-JUN	324,237	-	-	9.50	10.25
25-JUN	533,056	-	-	9.50	10.25
02-JUL	578,465	-	-	9.50	10.25
09-JUL	420,244	-	-	-	-
16-JUL	265,079	-	-	-	-
23-JUL	44,003	-	-	-	-
30-JUL	920	-	-	-	-

**NORTH CAROLINA POTATOES 2011 SEASON  
F.O.B. SHIPPING POINT BASIS**

DATE	ROUND RED U.S. ONE 50 LB. SACKS		ROUND RED U.S. ONE 50 LB. SACKS		ROUND RED U.S. ONE TOTE BAGS APPROX 2,000 LBS. PER HUNDREDWEIGHT	
	SIZE A		SIZE B		SIZE A	
	LOW	HIGH	LOW	HIGH	LOW	HIGH
28-Jun	16.00	20.00	-	-	30.00	34.00
29-Jun	16.00	20.00	17.00	17.00	30.00	34.00
30-Jun	16.00	20.00	17.00	17.00	30.00	34.00
01-Jul	16.00	20.00	17.00	17.00	30.00	34.00
02-Jul	-	-	-	-	-	-
03-Jul	-	-	-	-	-	-
04-Jul	-	-	-	-	-	-
05-Jul	16.00	20.00	17.00	17.00	30.00	34.00
06-Jul	16.00	20.00	17.00	17.00	30.00	34.00
07-Jul	16.00	20.00	17.00	17.00	30.00	34.00
08-Jul	16.00	20.00	17.00	17.00	30.00	34.00
09-Jul	-	-	-	-	-	-
10-Jul	-	-	-	-	-	-
11-Jul	16.00	20.00	17.00	17.00	30.00	34.00
12-Jul	16.00	20.00	17.00	17.00	30.00	34.00
13-Jul	16.00	20.00	17.00	17.00	30.00	34.00
14-Jul	16.00	20.00	17.00	17.00	30.00	34.00
15-Jul	-	-	-	-	-	-

DATE	YELLOW TYPE U.S. ONE 50 LB. SACKS		YELLOW TYPE U.S. ONE 50 LB. SACKS		YELLOW TYPE U.S. ONE TOTE BAGS APPROX 2,000 LBS. PER HUNDREDWEIGHT	
	SIZE A		SIZE B		SIZE A	
	LOW	HIGH	LOW	HIGH	LOW	HIGH
01-Jul	21.00	24.00	-	-	42.00	46.00
02-Jul	-	-	-	-	-	-
03-Jul	-	-	-	-	-	-
04-Jul	-	-	-	-	-	-
05-Jul	21.00	24.00	-	-	42.00	46.00
06-Jul	21.00	24.00	-	-	42.00	46.00
07-Jul	21.00	24.00	12.00	12.00	42.00	46.00
08-Jul	21.00	24.00	12.00	12.00	36.00	42.00
09-Jul	-	-	-	-	-	-
10-Jul	-	-	-	-	-	-
11-Jul	21.00	24.00	12.00	12.00	36.00	42.00
12-Jul	21.00	24.00	12.00	12.00	36.00	42.00
13-Jul	21.00	24.00	12.00	12.00	36.00	42.00
14-Jul	21.00	24.00	12.00	12.00	36.00	42.00
15-Jul	-	-	-	-	-	-

**NORTH CAROLINA POTATOES 2011 SEASON  
F.O.B. SHIPPING POINT BASIS (CONTINUED)**

DATE	ROUND WHITE U.S. ONE 50 LB. SACKS		ROUND WHITE U.S. ONE TOTE BAGS APPROX 2,000 LBS. PER HUNDREDWEIGHT	
	SIZE A		SIZE A	
	LOW	HIGH	LOW	HIGH
20-Jun	12.00	12.00	-	-
21-Jun	10.00	12.00	20.00	22.00
22-Jun	10.00	11.00	20.00	22.00
23-Jun	10.00	11.00	20.00	22.00
24-Jun	10.00	11.00	20.00	22.00
25-Jun	-	-	-	-
26-Jun	-	-	-	-
27-Jun	10.00	11.00	20.00	22.00
28-Jun	10.00	11.00	20.00	22.00
29-Jun	10.00	11.00	20.00	22.00
30-Jun	10.00	11.00	20.00	22.00
01-Jul	10.00	11.00	20.00	22.00
02-Jul	-	-	-	-
03-Jul	-	-	-	-
04-Jul	-	-	-	-
05-Jul	10.00	11.00	20.00	22.00
06-Jul	10.00	11.00	20.00	22.00
07-Jul	10.00	11.00	20.00	22.00
08-Jul	10.00	11.00	20.00	22.00
09-Jul	-	-	-	-
10-Jul	-	-	-	-
11-Jul	10.00	11.00	20.00	22.00
12-Jul	10.00	11.00	20.00	22.00
13-Jul	10.00	11.00	20.00	22.00
14-Jul	10.00	11.00	20.00	22.00
15-Jul	-	-	-	-

## REVIEW OF THE 2010 SWEET POTATO CROP

### GROWING

Transplanting and related activities got underway about the third week in May. For the week ending May 22, about 28 percent of the crop was transplanted compared to 14 percent for 2009, and 29 percent for the average of the previous five years. For the week ending July 10, 96 percent of the crop was transplanted compared to 95 percent for 2009, and 98 percent for the previous five-year average.

### HARVESTING

Harvesting began in September and progressed at about the same pace as the previous year. The harvest concluded during early November. For the week ending October 09, about 56 percent of the crop had been harvested compared to 46 percent for the previous five years.

### MARKETING

Packers and shippers marketed sweet potatoes in 40 pound cartons, 5 and 10 pound cartons and polybags.

---

<b>MONTHLY AVERAGE F.O.B. PRICE COMPARISON FOR 2006-2010</b>					
Shipping Point Prices - U.S. No. 1, 40 Lb. Cartons					
	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
August	-	15.50	-	-	-
September	14.50	15.63	-	15.00	19.00
October	14.50	16.00	15.50	15.50	19.00
November	14.50	16.00	15.50	15.50	17.50
December	14.50	15.50	15.50	15.50	17.00
January	14.50	15.50	15.50	15.50	16.70
February	14.50	15.50	15.50	15.50	16.50
March	14.50	15.50	15.50	15.50	16.50
April	14.80	15.50	15.50	15.63	16.50
May	15.13	15.50	15.50	16.60	16.50
June	15.50	15.50	15.50	17.50	16.50
July	15.50	15.50	15.50	18.10	16.50
August	15.50	15.50	15.50	18.50	16.50
September	15.67	15.50	15.50	19.00	16.50
October	-	15.50	-	19.00	-
November	-	-	-	-	-

---

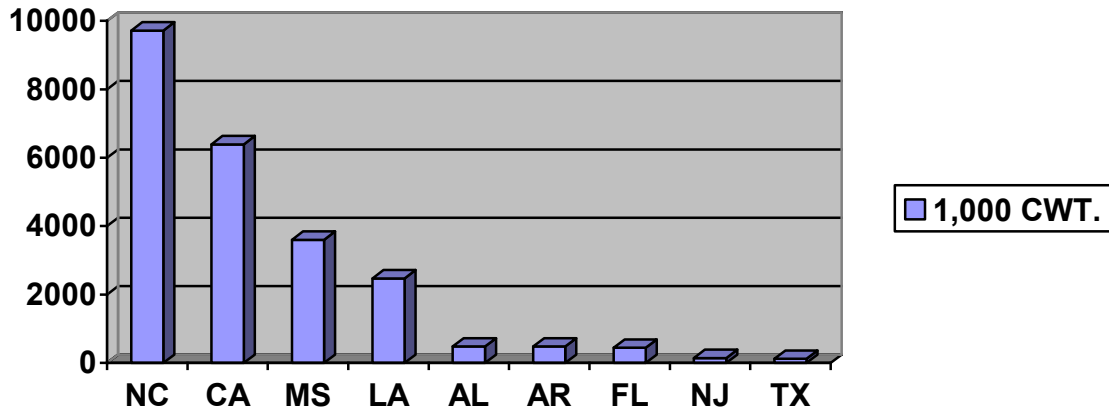
**WEEKLY NORTH CAROLINA PRICES RECEIVED BY SHIPPERS  
DOLLARS PER 40 POUND CARTON**

WEEK ENDING DATE	PRICE FOR U.S. # 1s MEDIUM		PRICE FOR U.S. # 1 PETITES		PRICE FOR U.S. # 2s		PRICE FOR NO GRADE MARKS JUMBOS	
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
<b>2010-2011</b>								
2010								
SEPT 18	18.00	20.00	14.00	14.00	9.00	10.00	12.00	12.00
SEPT 25	18.00	20.00	14.00	14.00	9.00	11.00	10.00	12.00
OCT 02	18.00	20.00	14.00	14.00	10.00	11.00	10.00	12.00
OCT 09	18.00	20.00	14.00	14.00	10.00	11.00	10.00	12.00
OCT 16	18.00	20.00	14.00	14.00	10.00	11.00	10.00	12.00
OCT 23	18.00	20.00	14.00	14.00	10.00	12.00	10.00	13.00
OCT 30	18.00	20.00	12.00	15.00	10.00	12.00	10.00	12.00
NOV 06	18.00	20.00	12.00	15.00	10.00	10.00	10.00	12.00
NOV 13	16.00	20.00	12.00	15.00	10.00	10.00	9.00	10.00
NOV 20	16.00	18.00	12.00	15.00	9.00	10.00	9.00	10.00
NOV 27	16.00	18.00	12.00	15.00	9.00	10.00	9.00	10.00
DEC 04	16.00	18.00	12.00	14.00	9.00	10.00	9.00	10.00
DEC 11	16.00	18.00	12.00	14.00	10.00	10.00	9.00	10.00
DEC 18	16.00	17.00	12.00	14.00	9.00	10.00	9.00	10.00
DEC 25	16.00	17.00	12.00	14.00	9.00	10.00	9.00	10.00
2011								
JAN 01	16.00	17.00	12.00	14.00	9.00	10.00	9.00	10.00
JAN 08	16.00	17.00	12.00	14.00	9.00	10.00	9.00	10.00
JAN 15	16.00	17.00	12.00	14.00	9.00	10.00	8.00	10.00
JAN 22	16.00	17.00	12.00	14.00	8.00	10.00	8.00	9.00
JAN 29	16.00	17.00	12.00	14.00	10.00	10.00	8.00	9.00
FEB 05	16.00	17.00	12.00	14.00	10.00	10.00	8.00	10.00
FEB 12	16.00	17.00	12.00	14.00	8.00	10.00	8.00	9.00
FEB 19	16.00	17.00	12.00	14.00	10.00	10.00	8.00	8.00
FEB 26	16.00	17.00	12.00	14.00	8.00	10.00	8.00	8.00
MAR 05	16.00	17.00	12.00	14.00	8.00	10.00	8.00	8.00
MAR 12	16.00	17.00	12.00	14.00	8.00	10.00	8.00	8.00
MAR 19	16.00	17.00	12.00	14.00	8.00	10.00	8.00	8.00
MAR 26	16.00	17.00	12.00	14.00	8.00	10.00	8.00	8.00
APR 02	16.00	17.00	12.00	14.00	8.00	10.00	8.00	8.00
APR 09	16.00	17.00	12.00	14.00	8.00	10.00	8.00	8.00
APR 16	16.00	17.00	12.00	14.00	8.00	10.00	8.00	8.00
APR 23	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
APR 30	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
MAY 07	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
MAY 14	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
MAY 21	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
MAY 28	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
JUN 04	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
JUN 11	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
JUN 18	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
JUN 25	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
JUL 02	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00

**WEEKLY NORTH CAROLINA PRICES RECEIVED BY SHIPPERS  
DOLLARS PER 40 POUND CARTON (CONTINUED)**

WEEK ENDING DATE	PRICE FOR U.S. # 1s MEDIUM		PRICE FOR U.S. # 1 PETITES		PRICE FOR U.S. # 2s		PRICE FOR NO GRADE MARKS JUMBOS	
	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
2010-2011 2011								
JUL 09	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
JUL 16	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
JUL 23	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
JUL 30	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
AUG 06	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
AUG 13	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
AUG 20	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
AUG 27	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
SEPT 03	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
SEPT 10	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
SEPT 17	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
SEPT 24	16.00	16.00	12.00	14.00	8.00	10.00	8.00	8.00
OCT 01	16.00	16.00	-	-	8.00	10.00	8.00	10.00

**2010 SWEET POTATO PRODUCTION  
TOP NINE STATES**



## 2010-2011 NORTH CAROLINA GREENS

The largest area of production on a commercial basis is located in the southeastern part of the state. Varieties of greens planted and shipped include collards, kale, mustard and turnip tops, with collards and kale representing the largest percentage. Greens are sold as loose or in bunches and shipped in ice packed containers. Each container weighs approximately 20-25 pounds.

Greens grown for fresh market are planted during several different intervals. These staggered plantings are to ensure a constant supply of greens throughout the season. Planting for the winter crop usually begins around July 01 and ends by late August. Planting for the spring crop begins around January 15 and ends March 01.

Initial harvest of the winter crop begins in early September. At the beginning of November, harvesting was active as promotional orders for the Thanksgiving holiday shipping period took place.

The first f.o.b. price report was released on November 01. Prices were mostly \$6.50-\$7.50 per carton. Prices at mid-season were \$6.50. At the close of the season, prices were generally \$6.50-\$7.00. Commercial shipments for the 2010 crop totaled approximately 460 truckloads. North Carolina greens are shipped throughout the state, along the East Coast and Tennessee.

### 2010-2011 WEEKLY GREENS PRICES RECEIVED BY SHIPPERS DOLLARS PER CARTON

2010	LOW	HIGH	2011	LOW	HIGH	2011	LOW	HIGH
04-SEP	-	-	01-JAN	6.50	8.50	07-MAY	6.00	7.00
11-SEP	-	-	08-JAN	6.50	8.50	14-MAY	6.00	7.00
18-SEP	-	-	15-JAN	6.50	8.50	21-MAY	6.50	7.00
25-SEP	-	-	22-JAN	-	-	28-MAY	6.50	7.00
02-OCT	-	-	29-JAN	-	-	04-JUN	6.50	7.00
09-OCT	-	-	05-FEB	-	-	11-JUN	6.50	7.00
16-OCT	-	-	12-FEB	-	-	18-JUN	6.50	7.00
23-OCT	-	-	19-FEB	-	-	25-JUN	6.50	7.00
30-OCT	-	-	26-FEB	-	-	02-JUL	6.50	7.50
06-NOV	6.50	7.50	05-MAR	6.50	7.00	09-JUL	-	-
13-NOV	6.50	7.50	12-MAR	6.50	7.00	16-JUL	-	-
20-NOV	6.50	7.50	19-MAR	6.50	7.00	23-JUL	-	-
27-NOV	6.50	7.50	26-MAR	6.50	7.00	30-JUL	-	-
04-DEC	6.50	7.50	02-APR	6.50	7.00	06-AUG	-	-
11-DEC	6.50	7.50	09-APR	6.00	7.00	13-AUG	-	-
18-DEC	6.50	7.50	16-APR	6.00	7.00	20-AUG	-	-
25-DEC	6.50	8.50	23-APR	6.00	7.00	27-AUG	-	-
			30-APR	6.00	7.00			

## NORTH CAROLINA WATERMELONS 2011 SEASON

**PRODUCTION** – According to the National Agricultural Statistics Service, planted acres in 2011 totaled 8,000 acres, compared to 7,200 acres in 2010. Harvested acreage in 2011 amounted to 7,600 acres, compared to 7,100 acres in 2010. Yield per acre in 2011 was 255 cwt., compared to 280 cwt. in 2010. Total watermelon production in 2011 was 1,938,000 cwt., compared to 1,988,000 cwt. in 2010. Growers received an average price of \$15.00 per cwt. in 2011, which was higher than 2010’s \$12.10 per cwt. The value of production for the 2011 crop was \$29,070,000, which was higher than 2010’s \$24,055,000.

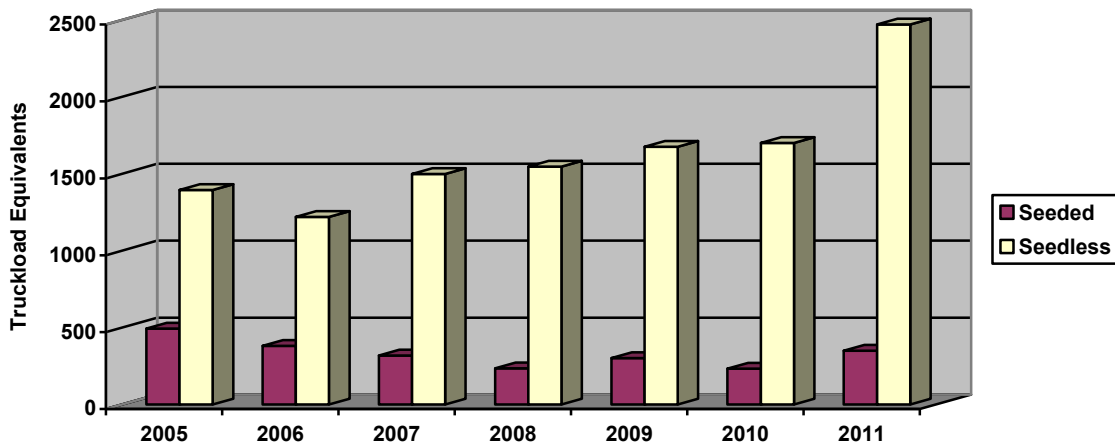
**MARKETING** – The first f.o.b. shipping point price report on seeded melons was issued on July 13. The price for 24 inch bins holding approximately 35 medium seeded melons was \$15.00-\$16.00. The first report on seedless melons was issued on June 29. The price for 24 inch bins holding approximately 36-60 medium seedless melons was \$18.00. The final price reported for seeded melons was on August 08 with a price of \$12.00-\$14.00. The final price reported for seedless melons was on September 09 with a price range of \$15.00-\$16.00.

**TRANSPORTATION** – Trucks were the only commercial means to transport watermelons this season. Total shipments in the 2011 season were 2,823 truckload equivalents. This was higher than 2010’s 1,934 truckload equivalents. Of the 2011 truckload equivalents, approximately 2,472 were seedless and 351 were seeded. The seedless shipments were about 88 percent of North Carolina’s total reported shipments.

**WEATHER AND CROPS** – The 2011 watermelon season was another challenging year for non-irrigated watermelons. Drought conditions were widespread and temperatures spiked at times. Production was earlier due to the heat. Overall, these conditions contributed to smaller fruit and some sunburned fruit. Some areas received enough rainfall to produce an average crop. Irrigated watermelons performed well. Yields across NC were about average. Although production was average, it was a good year for watermelon growers due to the higher market prices.

*Source: Allan C. Thornton, Extension Associate, NC State University Horticultural Science Department*

### 2005-2011 NORTH CAROLINA SEEDED VERSUS SEEDLESS WATERMELONS



**NORTH CAROLINA WATERMELONS 2011 SEASON  
F.O.B. SHIPPING POINT BASIS**

DATE	24 IN. BINS PER CWT. RED FLESH SEEDLESS TYPE MED. (APPROX. 36-60 COUNT)		24 IN. BINS PER CWT. RED FLESH SEEDED TYPE MED. (APPROX. 35 COUNT)	
	LOW	HIGH	LOW	HIGH
29-JUN	18.00	18.00	-	-
30-JUN	18.00	19.00	-	-
01-JUL	18.00	19.00	-	-
02-JUL	-	-	-	-
03-JUL	-	-	-	-
04-JUL	-	-	-	-
05-JUL	18.00	19.00	-	-
06-JUL	17.00	19.00	-	-
07-JUL	17.00	19.00	-	-
08-JUL	17.00	19.00	-	-
09-JUL	-	-	-	-
10-JUL	-	-	-	-
11-JUL	18.00	20.00	-	-
12-JUL	19.00	20.00	-	-
13-JUL	19.00	20.00	15.00	16.00
14-JUL	19.00	20.00	15.00	16.00
15-JUL	19.00	20.00	15.00	16.00
16-JUL	-	-	-	-
17-JUL	-	-	-	-
18-JUL	19.00	20.00	15.00	17.00
19-JUL	19.00	20.00	16.00	17.00
20-JUL	19.00	20.00	16.00	17.00
21-JUL	19.00	20.00	16.00	17.00
22-JUL	20.00	20.00	16.00	18.00
23-JUL	-	-	-	-
24-JUL	-	-	-	-
25-JUL	20.00	21.00	16.00	18.00
26-JUL	20.00	21.00	16.00	16.00
27-JUL	20.00	21.00	16.00	16.00
28-JUL	19.00	21.00	16.00	16.00
29-JUL	18.00	20.00	15.00	16.00
30-JUL	-	-	-	-
31-JUL	-	-	-	-
01-AUG	16.00	18.00	15.00	15.00
02-AUG	16.00	18.00	14.00	15.00
03-AUG	15.00	16.00	14.00	14.00
04-AUG	14.00	16.00	14.00	14.00
05-AUG	13.00	16.00	-	-
06-AUG	-	-	-	-
07-AUG	-	-	-	-
08-AUG	13.00	15.00	12.00	14.00
09-AUG	13.00	14.00	-	-
10-AUG	13.00	14.00	-	-
11-AUG	13.00	15.00	-	-

**NORTH CAROLINA WATERMELONS 2011 SEASON  
F.O.B. SHIPPING POINT BASIS (CONTINUED)**

DATE	24 IN. BINS PER CWT. RED FLESH SEEDLESS TYPE MED. (APPROX. 36-60 COUNT)		24 IN. BINS PER CWT. RED FLESH SEEDED TYPE MED. (APPROX. 35 COUNT)	
	LOW	HIGH	LOW	HIGH
12-AUG	13.00	14.00		
13-AUG	-	-	-	-
14-AUG	-	-	-	-
15-AUG	14.00	16.00	-	-
16-AUG	14.00	16.00	-	-
17-AUG	14.00	15.00	-	-
18-AUG	13.00	15.00	-	-
19-AUG	13.00	15.00	-	-
20-AUG	-	-	-	-
21-AUG	-	-	-	-
22-AUG	12.00	15.00	-	-
23-AUG	12.00	15.00	-	-
24-AUG	12.00	15.00	-	-
25-AUG	12.00	15.00	-	-
26-AUG	12.00	15.00	-	-
27-AUG	-	-	-	-
28-AUG	-	-	-	-
29-AUG	12.00	15.00	-	-
30-AUG	13.00	16.00	-	-
31-AUG	14.00	16.00	-	-
01-SEP	14.00	16.00	-	-
02-SEP	13.00	16.00	-	-
03-SEP	-	-	-	-
04-SEP	-	-	-	-
05-SEP	-	-	-	-
06-SEP	15.00	16.00	-	-
07-SEP	15.00	16.00	-	-
08-SEP	15.00	17.00	-	-
09-SEP	15.00	17.00	-	-



got to be  
**NC**  
AGRICULTURE



Federal/State Market News Service  
NC Department of Agriculture  
& Consumer Services  
Steve Troxler, Commissioner