

## Investment Profile- Cantaloupe

## **Overview**

Originating from parts of Africa, India and Iran- cantaloupe is now grown widely worldwide and has been gaining popularity with investors in cantaloupe production on the southern plains of Jamaica especially in the parishes of St. Elizabeth and Manchester. A part of the melon family, cantaloupe is chocked full of antioxidants and is touted to prevent degeneration and promote eye health. Cantaloupes are used in a number of dessert preparations, juices, smoothies, sorbets and fruit salads. It is an excellent source of vitamins A, B and C and a good source of folate. Due to its regenerative properties it is also being used increasingly in anti-aging cosmetics and products.

## **Crop Care**

Cantaloupes grow best in soil with good drainage, such as sandy or loam soils. These soils are composed mostly of sand, silt, and a smaller amount of clay that help prevent root rot.

Plants should be watered carefully because wet foliage promotes the spread of diseases such as downy mildew.

Cantaloupes need a lot of space; plant the melons in rows 6 to 8 feet apart. Transplants or seed should be planted in the rows 18 to 24 inches apart. If starting from seed, plant the seed about ½ to ¾-inch deep.

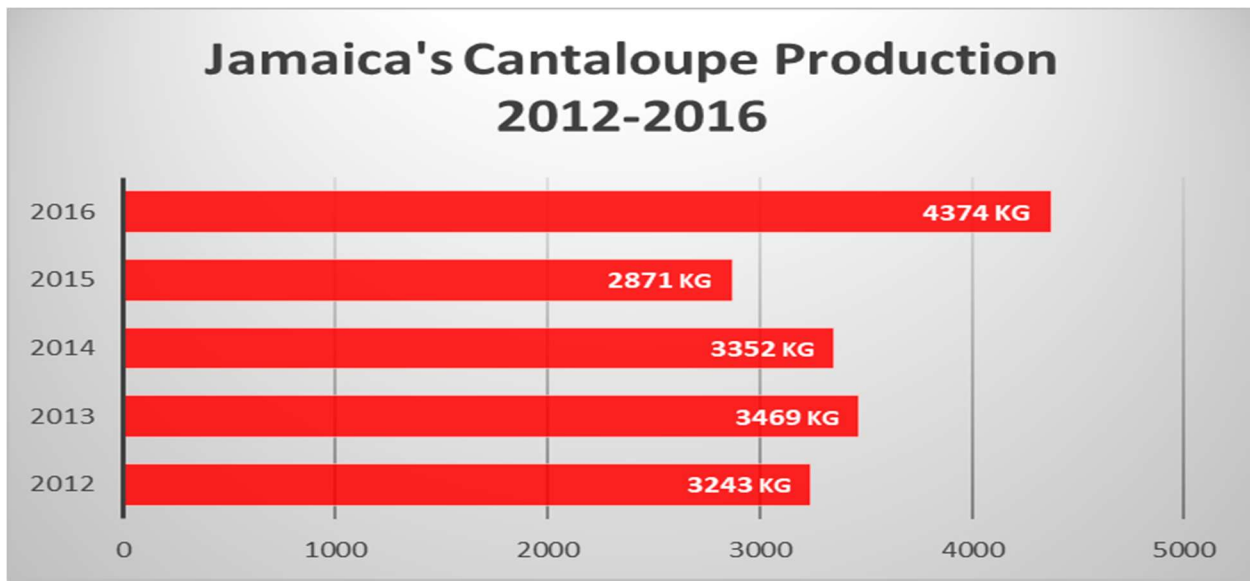
Cantaloupes are generally harvested when they reach a desired grade or size and are at the firm-ripe stage, but not fully mature. Although Cantaloupes vary in their colour, a deep green indicates physiological maturity and a deep yellow tan, full ripeness. Creamy or creamy-yellow colours are desirable.

It is important that the pulp is completely filled-in. Any melon with hollow centres will result in the seed moving around during transport, thereby bruising the flesh.

The growing time for cantaloupes is 9-12 months and the sowing time is September to April. Investors in Cantaloupe production are encouraged to practice crop rotation as a form of integrated pest management as the fusarium solani disease can infest fields affecting yield and ultimately prevent the crop from successfully being grown (source: [www.moa.gov.jm](http://www.moa.gov.jm)).

## Cantaloupe Production in Jamaica

At present, the cantaloupe produced in Jamaica is consumed locally. With rising domestic demand especially in the hotel sector, the opportunity exists for investors to engage in cantaloupe production to satisfy local demand without the reliance on imports.



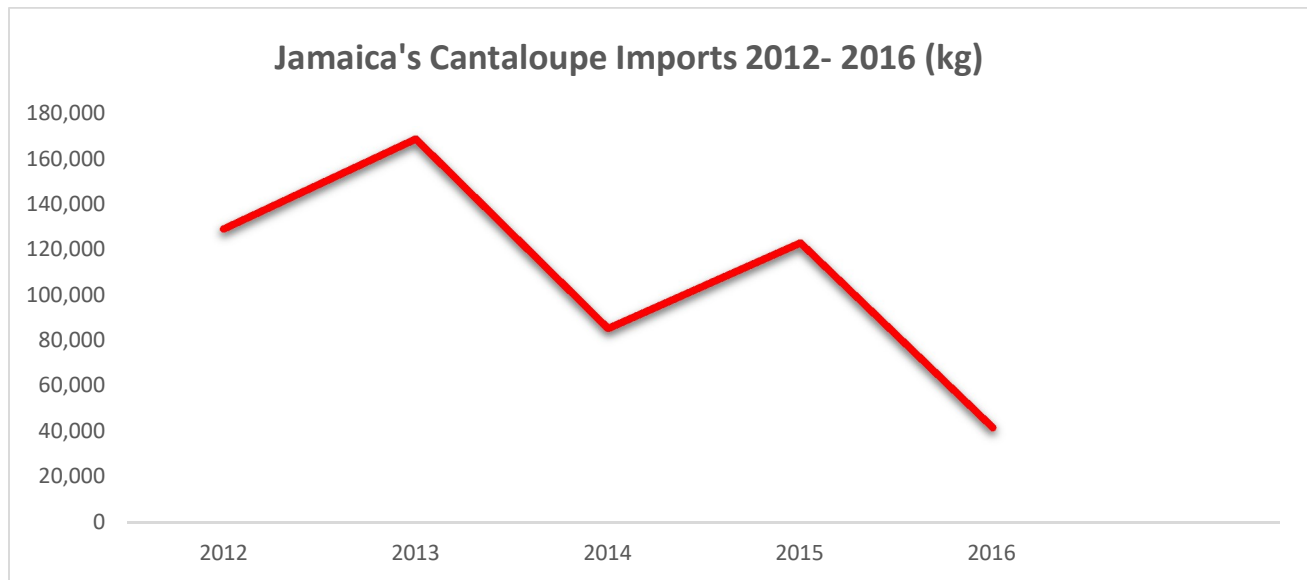
Source: [www.moa.gov.jm](http://www.moa.gov.jm)

## Cost of Production

The approximate cost to produce a hectare of cantaloupe is \$864,000 JM. The average yield is 14,000 kg per hectare.

Investors in cantaloupe production can expect a ROI of at least 46%.

## Jamaica's Cantaloupe Imports



Year	2012	2013	2014	2015	2016
<b>KG</b>	129,066	168,682	85,330	123,033	41,847

Source: STATIN JAMAICA

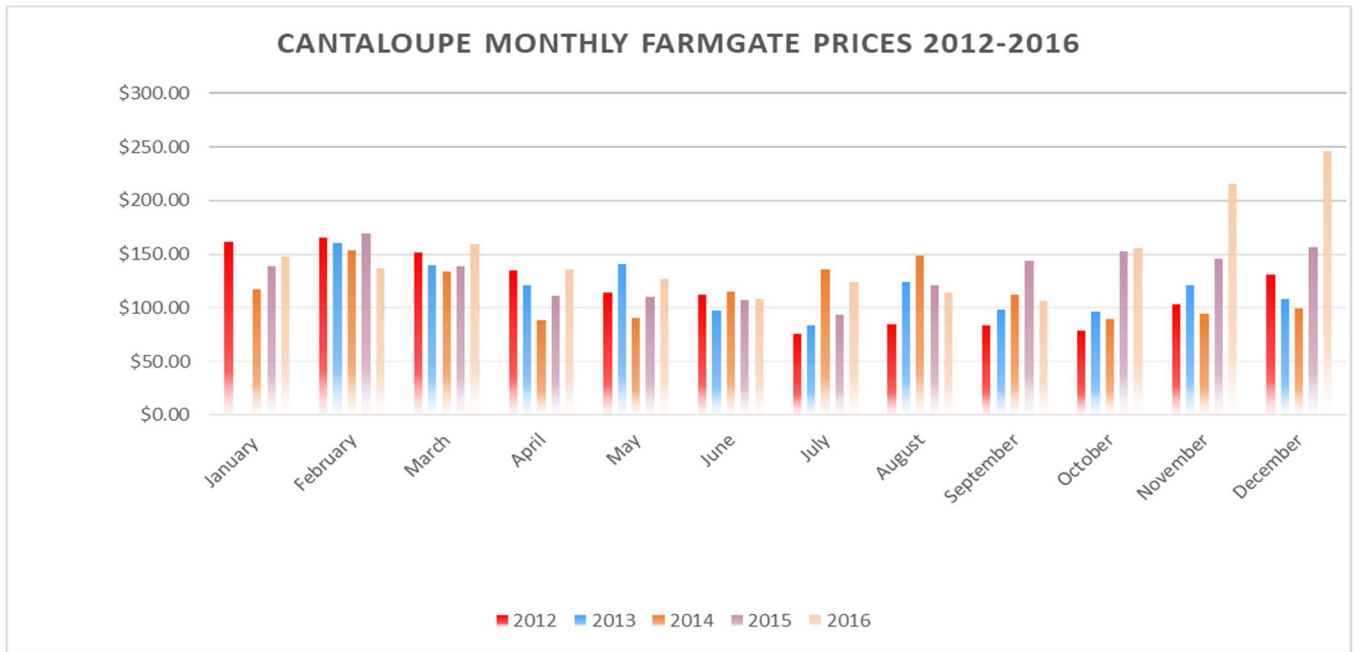
Jamaica imports cantaloupes in its fresh form with quantity imported fluctuating over the five years from 2012-2016. Production was at its highest in 2016 with a total of 4,347 kg reaped from 256 hectares. Jamaica also recorded the lowest cantaloupe imports over the period in 2016 with 41,847 kg being imported; a difference of 81,186 kg compared to the 123,033 kg imported in 2015.

Import substitution for cantaloupe provides the perfect opportunity for investors, with an average yield of 14,000 kg per hectare an additional 10 hectares of dedicated cantaloupe production will cause a significant reduction in imports and open the doors for Jamaica to seek overseas markets for cantaloupe.

Value Imported (JMD)	Qty Imported (Kg)	Unit Price	Year
\$9,795,449.27	129,066	\$75.89	2012
\$11,048,203.84	168,682	\$65.50	2013
\$7,771,208.70	85,330	\$91.07	2014
\$7,256,059.58	123,033	\$58.98	2015
\$3,355,902.12	41,847	\$80.20	2016

**Local Market**

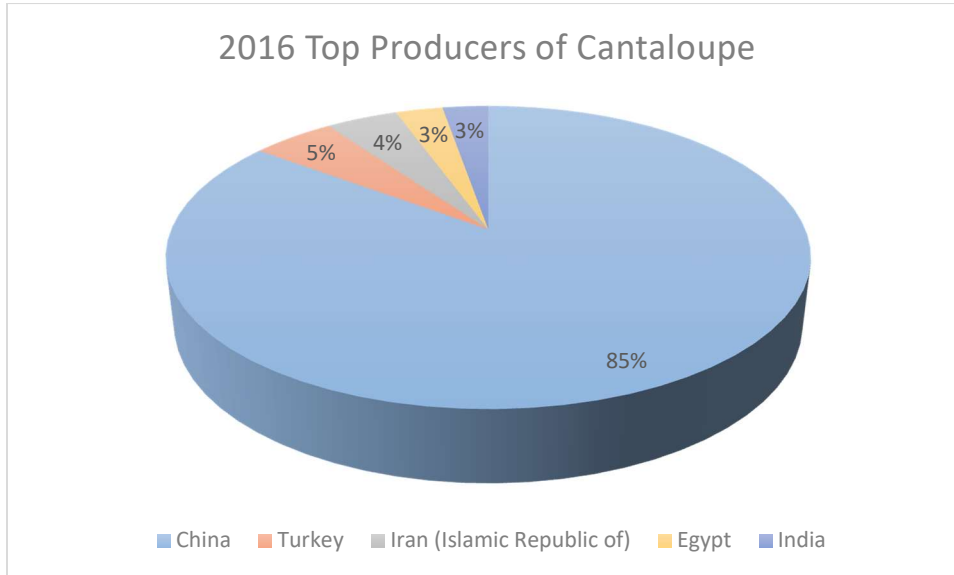
At farmgate cantaloupe fetches between \$90 and \$200 per kg. Prices tend to experience a decline in the summer months beginning in June and increases in price can usually be expected from November to March.



Year	January	February	March	April	May	June	July	August	September	October	November	December
2012	\$161.33	\$165.00	\$151.80	\$134.75	\$114.40	\$112.54	\$75.71	\$84.46	\$83.53	\$79.00	\$103.40	\$130.43
2013		\$160.60	\$139.70	\$121.00	\$141.06	\$96.94	\$83.42	\$123.59	\$98.31	\$96.25	\$121.00	\$108.43
2014	\$117.33	\$153.27	\$133.38	\$88.00	\$90.75	\$115.13	\$135.38	\$148.74	\$111.83	\$89.57	\$94.42	\$99.00
2015	\$139.12	\$169.57	\$138.29	\$110.85	\$110.00	\$106.86	\$92.95	\$121.00	\$143.79	\$152.73	\$145.44	\$156.06
2016	\$147.14	\$136.58	\$159.13	\$135.52	\$126.50	\$107.80	\$124.45	\$114.00	\$106.64	\$155.22	\$215.19	\$246.40

## Worldwide

In 2016, worldwide cantaloupe production amounted to 47,176,482 tonnes. China was the top producer however most of production was used to satisfy local demand with only a small amount making it to the world market.



The major exporters of cantaloupe are:

- Spain
- Mexico
- United States
- Netherlands
- Guatemala
- Brazil