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McMelon, Inc. has ample volume and 'pretty crop' of Florida watermelons

April 25, 2012

As Arnold Mack of McMelon, Inc. in Lake Wales, FL, is fond of saying, "You will never see anyone coming out of a supermarket with an umbrella in one hand and carrying a watermelon."

Which is another way of saying weather drives the watermelon market. And weather so far this spring has been perfect for both bringing on watermelons early and setting up demand for a strong season.

[Read more](#)

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NJ ag department to kick off Jersey Fresh season at NEPC expo

April 25, 2012

“We use the opportunity of attending the New England Produce Council Produce and Floral Expo to

kick off our Jersey Fresh season,” Al Murray, assistant secretary of agriculture and continuing director, Division of Markets, for the New Jersey Department of Agriculture, told The Produce News. “The expo is perfectly timed to the beginning of our growing season, and we take advantage of the event to remind the industry that New Jersey produce is now available.”

[Read more](#)

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Chuck Hodges, a founding member of Prime Time International, dies at 71

April 24, 2012

Charles H. (Chuck) Hodges, a founder of Prime Time International in Coachella, CA, and a managing member of the company, died April 19 in his home in Palm Springs, CA, after a 16-month struggle with cancer. He was 71.

Mr. Hodges served as vice president of sales at Sun World International prior to co-founding the company now known as Prime Time in 1992.

[Read more](#)

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California cherry crop expected to be light at start, strong for late season

April 24, 2012

During the 2011 California cherry season, early varieties from the central and southern San Joaquin Valley exceeded the later Bing crop from the northern districts in volume for the first time. That phenomenon will not be repeated this year.

Plantings of early-variety cherries continue to increase, and last year a record volume was harvested. At the same time, the northern Bing crop was sharply reduced by rain at harvest time.

[Read more](#)

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Green Tree sees promotions for cherries mid-May to June

April 24, 2012

The early part of the California cherry season, from the southern San Joaquin Valley, is expected to be light, but Cary Crum, vice president of Visalia, CA-based Green Tree International, which brokers the deal, said April 9 that he expects promotional opportunities for California cherries from the time the harvest starts in the Tulare-to-Fresno areas in middle part of the valley around mid-May.

[Read more](#)

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Homegrown Organic Farms blues looking plump and juicy

April 24, 2012

Scott Mabs, director of marketing for Homegrown Organic Farms in Porterville, CA, said this year's California blueberry crop is a good one. "It's raining right now which is good for the plants," he told *The Produce News* April 11. "Everything is very good right now. The berries look nice and plump."

[Read more](#)

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