



WHICH VARIETIES OF ORGANIC MELONS DOES OGC CARRY?

OGC is proud to work with growers in Mexico, California and the Northwest to offer dozens of varieties of organic melons. From classics like cantaloupe and green honeydew, to specialty melons like Charentais and Piel de Sapo, colorful specialty watermelons with celestial names and dry farm options, there's an ideal melon for every shopper. To learn more about all the varieties offered, be sure to check out OGC's Melon Primer in the Melon Toolkit.

WHEN ARE MELONS AVAILABLE?

In April, the first classic melons arrive from our friends south of the border. June brings additional specialty and classic melons as well as specialty watermelon varieties out of California. By mid-July, the Northwest joins the melon magic, with dry farm options completing the Northwest line up in late July. Expect to see Northwest-grown melons through September. Check out our availability chart in the Melon Toolkit.

WHAT ARE SPECIALTY SEEDLESS WATERMELONS?

Developed by our friends at Thomson, an exciting line up of colorful watermelons adds to the summer excitement around this delicious fruit. Eaters love these melons. Available in enticing skin and flesh color combinations, their striking appearance and incredible flavor is sure to wow shoppers. For complete variety descriptions and availability, be sure to check out the Melon Primer and POP included in the Melon Toolkit.

WHY DRY FARM MELONS?

Requiring significantly less water, this growing practice utilizes soil amendments to help plants thrive on groundwater. Great for conserving resources, it also concentrates flavor in the fruit. Be sure to let shoppers know why dry farm products are so special.

HOW TO TELL IF A MELON IS RIPE

Some shoppers think it's the thump. Others swear it's the sniff that ensures they'll bring home the perfect melon. For cantaloupes, honeydew and many specialty melons, pressing on the blossom end of the melon to check if there's some give and inspecting the color of the rind to ensure it appears ripe are also reliable methods. Thumping on a watermelon and listening for a deep hollow sound is a good indicator of ripeness.

Tips for determining ripeness for each specific variety can be found in OGC's Melon POP included in the Melon Toolkit.

MERCHANDISING TIPS

- Offer cut and wrapped melons for sale. Seeing juicy flesh saturated in color will entice eaters and inspire sales on both cut and whole fruit.
- Create color breaks, placing solid-color fruit adjacent to striped varieties to help each type stand out. With melons, skin texture can also be used as a break in displays. From the smooth skin and bright yellow hue of Canary melon to the netted tan cantaloupe, there are so many colors and textures to play with in the produce department.
- Emphasize organic, Northwest grown, dry farm and specialty options with signage, using the POP provided to help educate eaters about different varietal characteristics.
- Consider retail pricing on whole fruit to attract volume sales and focus on building margin dollars rather than a set percentage. Whether by the each or by the pound, taking a slightly lower margin percent on uncut fruit can drive sales by finding the right price point for your customers.
- Use signage and/or social media channels to highlight specialty melons, specialty watermelons and dry farm melons in addition to standard favorites.
- Find multiple locations for melons. A big bin of watermelon at the entry to the produce department will get shoppers interested, and additional placement of specialty melons alongside other seasonal fruit or near registers is sure to drive impulse sales and seal the deal.
- Sample, sample, sample. Melons are fantastic for either passive sampling or active demos. Follow safe handling practices outlines in the Melon Toolkit and you'll tempt eaters to purchase by offering a taste of delicious, sweet melon.

