



Industry profile

Australian Melon Factsheet

January 2019

The Australian melon industry consists of approximately 250 growers producing, on average around 230,000 tonnes of melons annually across 8,500 hectares. Fifty percent of Australian households purchase fresh melon, buying an average of 1.6kg per shopping trip.

Types

The largest proportion of production is watermelons (60%) followed by rockmelons (30%) with honeydew and other melons (10%).

Most watermelons are round, with mottled or striped green skin, and pink to red flesh. Seedless watermelons are the industry standard in Australia. Watermelons are available all year round, peaking in summer, from December to May.

Rockmelons are usually round or slightly elongated with firm, netted, cream rind. Some rockmelon varieties have grooves or sutures running from end to end, and all have moist, sweet, orange to peach-coloured flesh. They are available all year round peaking in summer (November to March).

Honeydew melons are usually round to slightly oval (about 15-20cm diameter) with a smooth white or gold skin. The flesh colour ranges from pale green to green, and is moist and sweet. Honeydew are available all year round peaking in summer (January and February).

Piel de Sapo melons are oval-shaped and have a thick, green-striped outer rind and pale green to white flesh with a mild flavour and high level of sweetness.





Melon Factsheet - Industry profile

Botany

All melons are members of the Cucurbitaceae family and grow on vigorous trailing vines with separate male and female flowers, pollinated by honey bees.

Seedless watermelons are grown from seeds produced by crossing diploid (two sets of chromosomes) and tetraploid (four sets of chromosomes) lines of watermelon. The resulting seeds produce sterile triploid plants. Fruit development is triggered by pollination of a diploid (two sets of chromosomes) plant to provide pollen.

Nutritional benefits

Watermelons are about 90% water and 8-12% sugar and are a good source of vitamin A and lycopene. Rockmelons are an excellent source of vitamin A, vitamin C and potassium. Honeydew melons are a good source of folate, vitamin C and potassium.

Growing regions

Melons are grown all over Australia, and due to the wide climate range, delicious Australian melons are available all year.

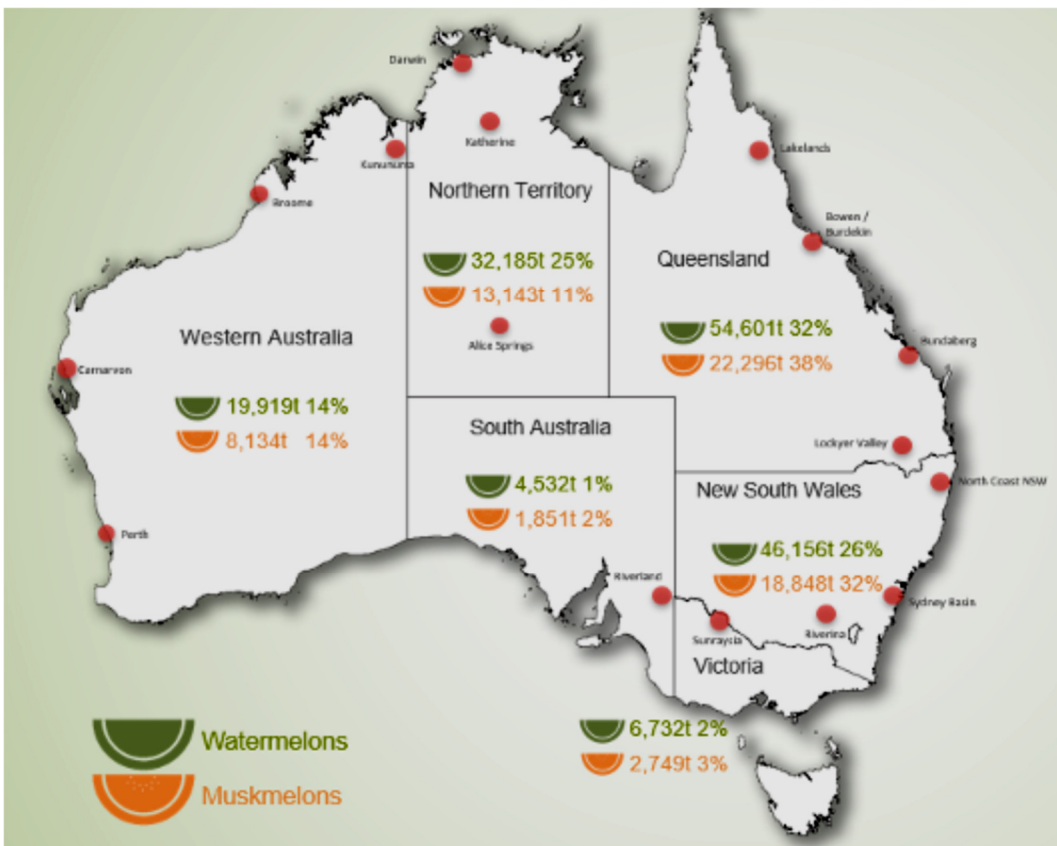
Marketing & export

Most domestic fruit is marketed at either central wholesale markets or direct to large retailers.

Australian melons are widely exported to many countries, with melons being the third largest fruit commodity exported from Australia. The main export markets are the Middle East, Singapore, Malaysia, New Zealand and Japan.

Further information

Australian Melon Industry Development Manager
Email: idp@melonsaustralia.org.au
Website: www.melonsaustralia.org.au



Harvests

Northern Territory
April - December

Queensland
All Year

New South Wales
January - April

Victoria
November - April

South Australia
November - April

Western Australia
May - November

