



Watermelon Bulletin • *National Edition*

Grow Sakata watermelons and get the advantage of quality, reliability and service!

For the last 60 years, Sakata has been supplying premium watermelon hybrids to growers around the world. Our broad-based watermelon program offers a wide variety of triploids, diploids and pollenizers. In recent years, a renewed R&D effort has led to a resurgence of outstanding new hybrids including Affirmed, Bold Ruler, Citation, Kingman, Secretariat, Unbridled, Charismatic and Wild Card.



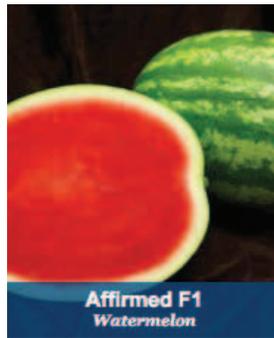
Charismatic (SWT0078) F1 Triploid Watermelon

Tried-and-True Performers



Ace
Watermelon

- Non-harvestable pollenizer
- Early pollen source



Affirmed F1
Watermelon

- 45-count
- Mid maturity (86-90 days)



Bold Ruler F1
Watermelon

- 45-count
- Early maturity (80-85 days)



Citation F1
Watermelon

- 60-count
- Early maturity (80-85 days)



Wild Card (SWD8732)
Watermelon

NEW! Wild Card (SWD8732) is a non-harvested pollenizer for the production of seedless watermelon. It has early and prolific male flowers to ensure maximum yield potential of triploid hybrids throughout the period of full flowering. Wild Card has long and thin vines which reach out and cover larger areas for better pollination. Small fruits have a tiger-striped rind pattern which differs from most of the commercial triploid hybrids.

- Non-harvestable pollenizer
- For use with seedless production

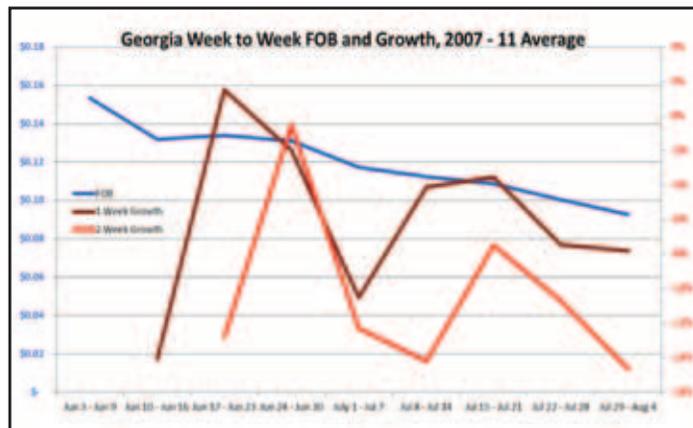
Sakata Watermelon: Expand Your Program

Growers benefit from adding Sakata's strong genetics, including earlier-maturing and high-yielding 36, 45 and 60-count seedless varieties, to their mix. Affirmed, Bold Ruler, Citation, as well as our newest offerings, Secretariat, Charismatic, Unbridled and Kingman, offer money-making features like earliness, high yield, very firm flesh and incredible flavor.

Earliness Pays

In recent years, there has been much attention paid to breeding earliness into watermelons. However, earliness didn't always equate with firmness and great yield potential. A grower had to choose one or the other. However, that's no longer true. Today, Sakata has been able to introduce excellent triploid varieties, like Bold Ruler, Charismatic, Citation, Secretariat and that are firm and sweet, significantly earlier than the standard varieties of the last fifteen years (including 36, 45 and 60-counts) and offer high yield potential - the perfect formula for grower success.

Data shows (see accompanying charts) that in nearly every key seedless growing area in the United States, the price is highest at the beginning of harvest and continues to descend as harvest goes along. With this data it would seem to make sense that if a variety yields as much, has equal firmness and meets all other qualities of a later-maturing variety, then the grower would benefit by adding early-maturing varieties to their program. Possible benefits that could be realized would be fewer sprays, less fertilizer, less irrigation and less exposure to weather risks. The greatest benefit of all could be the ability to take advantage of the early-market price while others are waiting to harvest later-maturing varieties.



Data shows that in nearly every key seedless growing area in the United States, the price is highest at the beginning of harvest and continues to descend as harvest goes along. (Charts provided by NWPB)

Satisfying Emerging Consumer Trends

Another interesting opportunity for growers is that many consumers are moving towards a smaller watermelon, like Citation - a true 60-count. Consumers are asking retailers for watermelons that are more family-sized and fit more easily into their refrigerators. Historically, growers haven't been able to make the yields they need with a smaller watermelon. But, the grower and consumer are in luck today as Citation watermelon sets more fruit per plant than older varieties, allowing growers to yield quantities equivalent to 45-count varieties. What's more, Sakata is continuing to develop new varieties that allow growers to meet this emerging consumer trend.

See what Growers are Saying...

"I have grown Sakata's Yellow Buttercup watermelon for years and have used many different pollinators. This year I used Sakata's Wild Card (SWD8732) and SSX8585 and saw a significant increase in fruit set and overall yield versus when I used a competitor's variety to pollinate my Yellow Buttercups."

Greg House
Omega, Georgia

"Bold Ruler sets fruit earlier than any variety I've used in the past. This was our second year growing it and we will net around 80,000 lbs per acre after several harvest trips across the field. In my 32 years of growing watermelons, I've never had a variety perform like this one. We are going to continue Bold Ruler on our farm."

Charles W. Patterson, Patterson Farms
Omega, Georgia

Successful Triploid Watermelon Pollination

Watermelon pollination is essential to the production of fruit. A watermelon plant is a cucurbit and both male and female flowers are located separately in the same plant. In order to set fruit, pollen from the male flowers must make its way to the female flowers.

Since the pollen in triploid male flowers is not viable and female flowers in triploid plants require viable pollen to set fruit, it follows that there must be separate seeded pollinizer plants available to provide pollen. The choices for today's growers are harvestable or non-harvestable pollinizers. We recommend Ace and Wild Card (non-harvestable) and SSX8585 (harvestable).

Triploid watermelon is mainly pollinated by bees and other insects that hop from flower to flower and distribute pollen from seeded pollinizer plants to triploid hybrid plants. Because watermelon flowers open only for a short time, it is essential that bees and pollens are present during pollination. It is also essential that the full-flowering period of the seedless plants (which takes about 3-4 weeks) should match with the full-flowering period of the pollinizer plants, in order to have plenty of pollen available during pollination.

Lack of pollen during full flowering of seedless watermelon plants will have negative effect on total yield and fruit quality.

Lack of pollen during full flowering of seedless watermelon plants will have negative effect on the total yield and fruit quality. Therefore, early-maturing seedless watermelon hybrids should be combined with

early and prolonged-flowering pollinizer plants to get high yield and quality watermelon production in commercial production field.



"Affirmed has been a great variety for us. It has the strong vine we like and we can get multiple harvests of mostly 45-count watermelons with just enough 36-counts so we don't get overrun. The yields are impressive, as well as the quality. Affirmed will continue to be a variety choice for our farm."

Broc Moore, Southern Acres Farms
Lenox, Georgia

"This was my first year growing Bold Ruler watermelon. I really liked how it set fruit six to seven days earlier than my other varieties. The yield was as good as the other melons and there were no quality problems. I will be growing Bold Ruler next year."

Lee Norman, D&L Produce
Moultrie, Georgia

Coming Soon – The Next Generation of Triploid



- 45-count
- Early maturity (80-85 days)



- 36/45-count
- Mid maturity (86-90 days)



- 45-count
- Early maturity (80-85 days)



- 36/45-count
- Mid maturity (86-90 days)

Sakata Resources:

Who to Contact

Atlee Burpee: Eastern Sales Manager / Senior Eastern Product Manager
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Senior Product Manager: Watermelon & Melon
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Jim Stewart: Assistant Area Manager - Southeast:
Watermelon, Peppers & Tomato
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Annual Sakata Events:

- Texas Watermelon Trials - April
- Georgia Watermelon Trials - June
- California Field Days - August
- Florida Field & Watermelon Trials - November

More Website Resources:

www.sakatavegetables.com

- Regional Distributors
- Data Sheets
- Complete Product Information
- Images and more!

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