



Watermelon: Expand Your Program

Try Sakata's early-maturing and 60-count varieties

Growers benefit from adding Sakata's strong genetics, including earlier-maturing and 60-count seedless varieties, to their mix. **Affirmed**, **Bold Ruler** and **Citation** offer money-making features like earliness, high yield and flavor.

Earliness Pays

In recent years, there has been much attention paid to breeding earliness into watermelons. However, earliness didn't always equate with 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 and Citation, that are firm and sweet, significantly earlier than the standard varieties of the last fifteen years (including 45-counts and 60-counts) and offer high yield potential - the perfect formula for grower success.

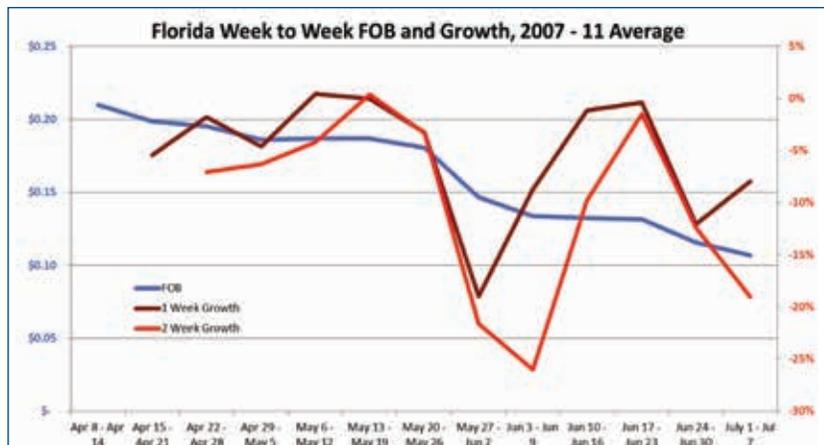
Data shows (see accompanying charts) that in nearly every key seedless growing area in the United States, the price is highest at the beginning of harvest and continues to descend as harvest goes along. With this data it would seem to make sense that if a variety yields as much, has equal firmness and 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.

Satisfying Emerging Consumer Trends

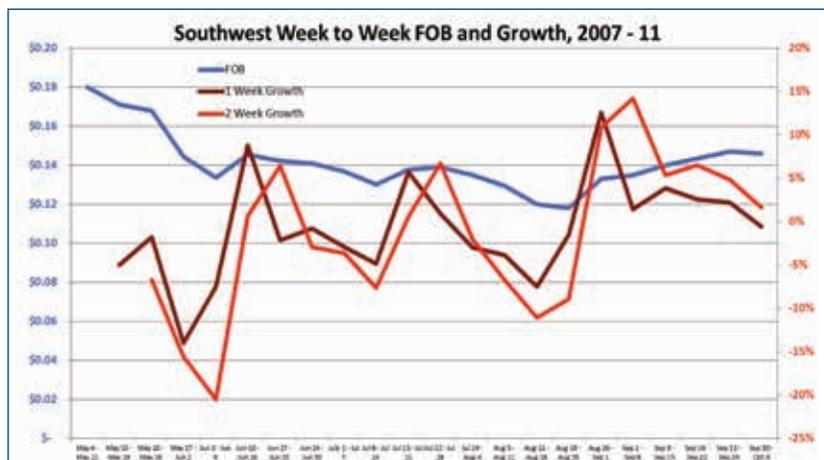
Another interesting opportunity for growers is that many consumers are moving towards a smaller watermelon, like Citation - a true 60-count. Consumers are asking retailers for watermelons that are more family-sized and fit more easily into their refrigerators. Historically, growers haven't been able 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. If the market continues to evolve towards a smaller watermelon, Sakata will be able to continue to develop new varieties that allow growers to meet this emerging consumer trend.

Try Something New!

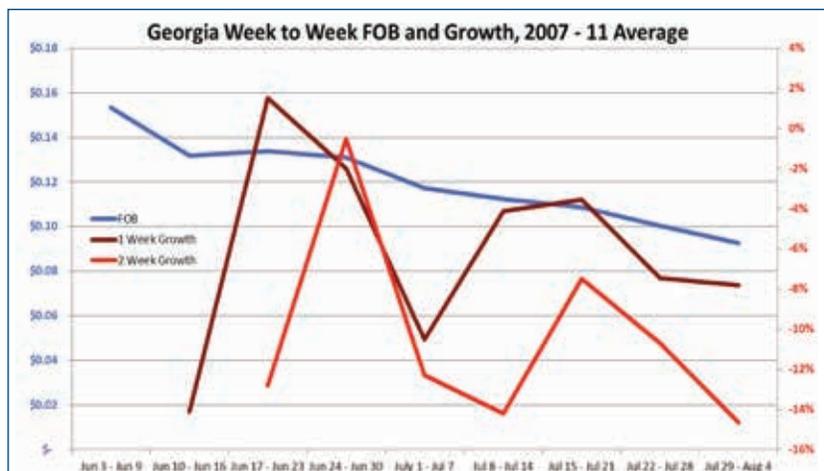
Growers can benefit by expanding their program and trying some of Sakata's newer genetics. We're here to help with more information, trial data, sample seed and guidance. Please feel free to contact us if you need any assistance



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.



Take advantage of the early-market price while others are waiting to harvest later-maturing varieties.



Earliness pays! Bold Ruler and Citation offer firm and sweet flesh, significantly earlier maturity and high yield potential - the perfect formula for grower success!

* Charts provided by National Watermelon Promotion Board



Watermelon: Expand Your Program

See what Southeast growers and shippers are saying!

“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 Bolder Ruler on our farm.”

Charles W. Patterson, Patterson Farms, Omega, Georgia

“We tried Citation because we wanted a 60-count watermelon in our program. It exceeded our yield expectations. It’s a dense watermelon that gets a concentrated uniform fruit set and packs out beautifully. Citation is early enough that we even saved a couple of spray trips and some money. Any time we can keep money on the farm is a good thing.”

And...

“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

“We have had quite a few of our farmers grow Sakata Seed in the past few years and we have been really pleased with the yields and disease resistance in Sakata varieties. Bold Ruler tends to produce the 45-count medium melon that we all want. Affirmed also produces 45-count, but tends to get a little larger on the crown, and Citation is truly a 60-count melon.”

**Jim Stewart, Browning and Sons, Inc., Watermelon Broker
Madison, Florida**

“I planted Bold Ruler and Affirmed on part of my acreage. I liked what we saw. They have a place in my rotation with other varieties.”

John F. Davis, D & D 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

“We trialed Sakata watermelons in 2010 and in 2011 took a longer look at Citation, Affirmed and Bold Ruler. We split our production in 2012 with all three varieties because each fits a need we have. We can tailor our plantings to meet whatever need we have. We can be early or main season. We can plant more Affirmed if we want a few more 36-counts; or Bold Ruler for 45-counts; or Citation for more 60-counts, and still get the yields and quality we need and expect.”

Buck Moore, Southern Acres Farms, Lenox, Georgia



Count on Bold Ruler for a ‘bus load’ of uniform, high-quality fruit. This photograph was taken at Moore Farms in Lenox, GA.

Sakata Seed America, Inc.

18095 Serene Drive Morgan Hill, CA 95037 • (408) 778-7758 • www.sakatavegetables.com

© 2013 Sakata Seed America, Inc.