

Moroccan growers gear up for melon season

Though the melon season in Morocco is still about two months away, preparations for the upcoming season are already in full swing. A large portion of the country's production goes to European supermarkets, and a lot of this year's harvest is already sold on contract to European retailers.

“The Moroccan melon season will start at the end of February and will last till the end of May,” explained Philippe Pueche from Idyl. “For the season, we'll market 5,000 tons of Charentais melons.” Plants are in excellent condition, and 30 percent of this year's volumes, or about 1,500 tons, have already been sold to supermarkets. Weather will determine how much more of the crop will be sold on the open market.

“As a grower, I would say that the weather poses the biggest risk,” said Phillippe. “On the market side, the threat is also the climate that has a big effect on sales.

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