

## **Demand grows for melons, watermelons thanks to higher temperature**

Finally some good news for wholesale melons and watermelons - prices and demand are finally increasing after a few difficult weeks. Novafrut owner Renzo Mainetti confirmed that "the situation has definitely improved."

Because the market trend for this product depends on the season, the high temperatures of the past few days helped a lot. "Thanks to the sunny weather of the past couple of weeks, quality improved and demand grew."

Prices also improved, so much so that we can talk about €1.80.2/kg for top quality smooth melons and about €1.30-1.50/kg for average quality produce. Netted melons are sold at €1-1.30/kg.

Good news for watermelons too, as high-quality local ones are sold at 70 or even 80 cents per kg. "These prices are very profitable for producers too. These past couple of weeks have been good, although it will be impossible to recover what we lost in the weeks prior to that."

"We are hoping the situation will remain like this."

Source : <http://www.freshplaza.com/article/160161/Demand-grows-for-melons,-watermelons-thanks-to-higher-temps>