

## Watermelon Production in Mississippi and United States

Posadas, B.C. Mississippi MarketMaker Newsletter, Vol. 7, No. 10, May 24, 2017.

### Economic Contribution of Watermelon Production

Economic impact analysis shows the economic contribution an industry makes locally, region-wide, nation-wide, or globally. This economic information is essential in making private investment decisions, formulating government policy, and developing research and extension programs for the industry. The IMPLAN (<http://implan.com/>) software and the 2013 input-output data for Mississippi were used to estimate the economic contribution of watermelon farming to the state economy in 2015. Sector 3 or vegetable and watermelon farming of the 2013 IMPLAN input-output data was applied in the economic analysis.

The value of watermelon fresh market production in Mississippi reached \$3.78 million in 2015, which is about 89 percent of the average annual value of production since 2011. The total economic contribution of watermelon production amounted to \$6.1 million in 2015 (Figure 1). Watermelon production created 62 jobs and generated labor income amounting to \$3.6 million in the state economy.

<b>Economic contribution of watermelon production in Mississippi</b>				
Impact Type	Employment (Jobs)	Labor Income (\$M)	Total Value Added (\$M)	Output (\$M)
Direct Effect	43	3.0	3.6	3.8
Indirect Effect	1	0.1	0.1	0.2
Induced Effect	17	0.6	1.2	2.1
<b>Total Effect</b>	<b>62</b>	<b>3.6</b>	<b>4.8</b>	<b>6.1</b>

Figure 1. Total economic contribution includes direct, indirect and induced effects estimated by using 2015 annual production values and 2013 IMPLAN data. Local purchases percentage was set to 100%. Number of jobs is rounded off.

Watermelon production generates annual tax revenues for producing states and the U.S. federal government. Almost \$208,000 were estimated to have been paid by Mississippi households and businesses in 2015 to the federal government as social insurance tax, tax on production and imports, corporate profit tax, and personal income tax. The state of Mississippi was expected to have collected taxes from households

and businesses in 2015, amounting to more than \$258,000 as social insurance tax, tax on production and imports, corporate profits tax, and personal tax.

## Annual Volume and Value of Watermelon Production

According to U.S. Department of Agriculture, the major watermelon producing states in the United States are Texas, Florida, Georgia, and California (<http://www.agmrc.org/commodities-products/vegetables/watermelon/>). Figure 2 shows the annual volume and value of watermelon fresh market production in the United States. During the past five years, annual production in all producing states averaged 3.5 billion pounds with annual value around \$501.7 million.

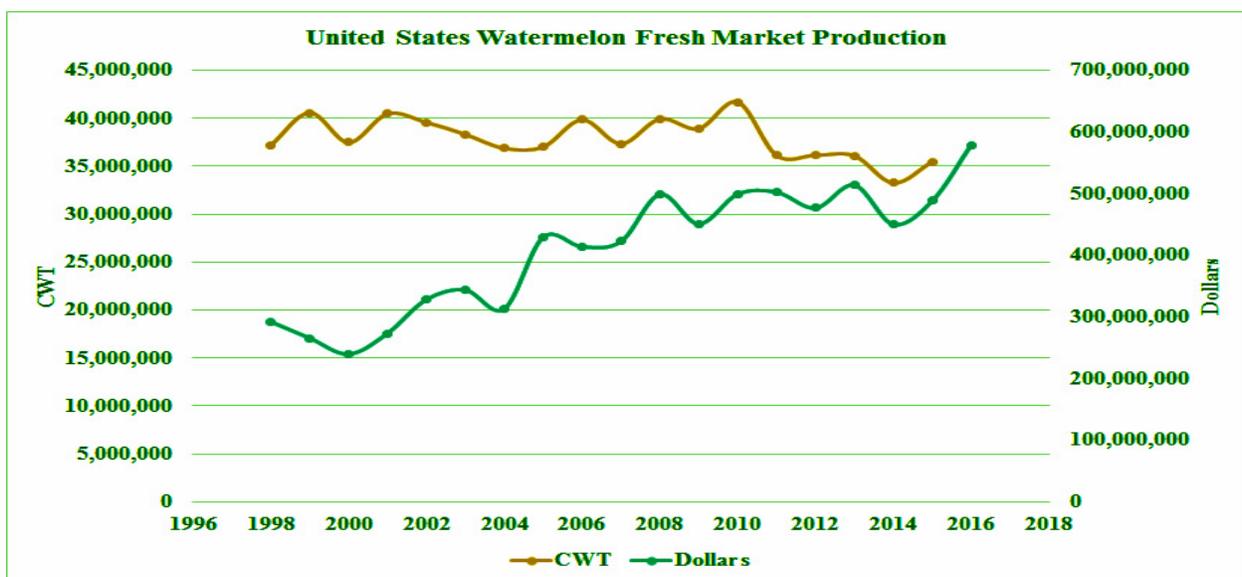


Figure 2. Annual volume and value of United States watermelon production.  
Source: USDA (<https://quickstats.nass.usda.gov/>)

Figure 3 shows the yearly quantity and value of watermelons fresh market production in Mississippi. The market share of Mississippi to the total domestic watermelon production averaged less than 1%. Annual production in the state was around 3.8 million pounds, while annual value was about \$4.3 million.

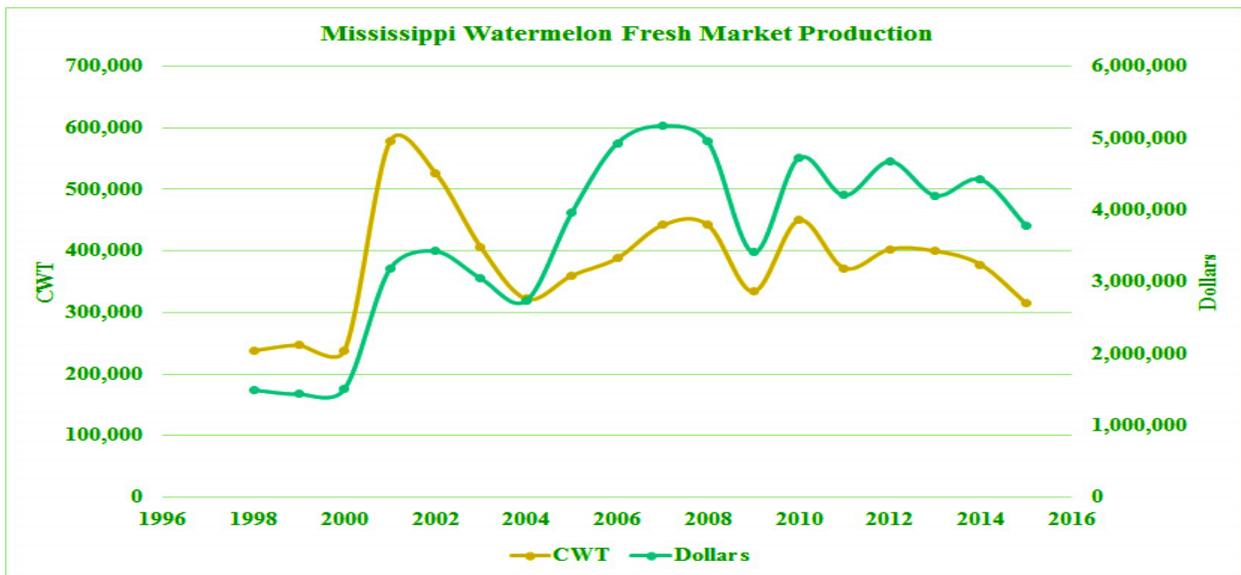


Figure 3. Annual volume and value of Mississippi watermelon production.  
 Source: USDA (<https://quickstats.nass.usda.gov/>)

Mississippi watermelons were sold at relatively lower farm-gate prices than in all producing states. Figure 4 shows the average farm-gate prices in Mississippi and United States. During the past five years, Mississippi watermelons were sold at an average price of \$11.42 per CWT, which was about 86% of the average prices in all producing states. The average farm-gate price in all producing states was \$13.82 per CWT or \$1.38 per pound.

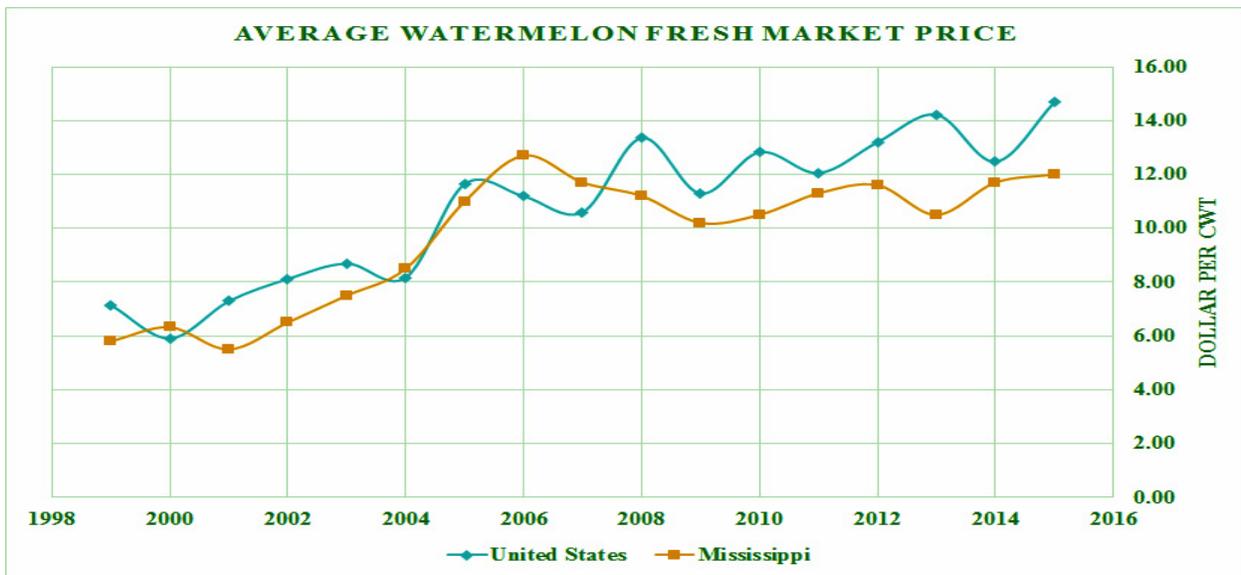


Figure 4. Average watermelon fresh market farm-gate prices.  
 Source: USDA (<https://quickstats.nass.usda.gov/>)

### Watermelon Growers Registered in MarketMaker

There are 542 watermelon growers registered in MarketMaker member states. Click this [LINK](#) to view the search results online. In Mississippi, 17 watermelon growers are registered in MarketMaker, as shown by this online [LINK](#).

## FREQUENTLY ASKED QUESTIONS

### What is MarketMaker?

**MarketMaker** is the largest and most in-depth database of its kind featuring a diverse community of food-related businesses: buyers, farmers/ranchers, fisheries, farmers markets, processors/packers, wineries, restaurants and more. **MarketMaker** provides simple yet powerful search tools to connect with others across the production and distribution chain (<http://ms.foodmarketmaker.com/>).

### Where can you find Mississippi MarketMaker?

MarketMaker is located at <http://ms.foodmarketmaker.com/>.

Ask Siri or Cortana to search for “Mississippi MarketMaker” on your smart phone.

### How do you register your food business in Mississippi MarketMaker?

Click **Register** and type your email address and a password in the spaces under **Register**. Be prepared to enter information (and pictures) about your business.

### What are the benefits in registering your food business in Mississippi MarketMaker?

Producers register their businesses in **MarketMaker** because food buyers of all types access our database to find products and services to meet their specific needs. Through **MarketMaker**, producers can reach more buyers and more efficiently form profitable business alliances.

### How do you search for your business profile in Mississippi MarketMaker?

Click **Search** and type the name of your business in the space under **Search MarketMaker**.

### How do you update your business profile in Mississippi MarketMaker?

Click **Register** and then click **UPDATE YOUR PROFILE**. Type your email address and password in the spaces under **Account Login**. Be prepared to enter updated information (and pictures) about your business.

### MarketMaker Training Workshops

This training workshop is available upon request by a group of 6-12 producers, extension agents, state regulatory agencies staff and teachers. Each workshop will best fit the needs of the participants. Email Dr. Ben Posadas for details at [ben.posadas@msstate.edu](mailto:ben.posadas@msstate.edu).

### How do you search for local food businesses in Mississippi MarketMaker?

Click **Search** and type a keyword in the space under **Search MarketMaker**.

### What is the Market Research tool of MarketMaker?

The MarketMaker research tool is an interactive mapping resource for identifying target markets, developing customized census profiles, and mapping food related businesses over demographic maps.

### Where do you find the Market Research tool in MarketMaker?

Look for the **Market Research** section in MarketMaker and click **Research your market now** or **Use previous version**.

**Are the economic information provided by this Newsletter beneficial to you, your business or your office?** Please participate in a two-minute assessment of the economic impacts of my research and extension program on your household, business or office at <https://www.surveymonkey.com/r/hortmarine>.