



# Melon Quality Project

The Plan Forward  
for Positive Change

24 August 2023



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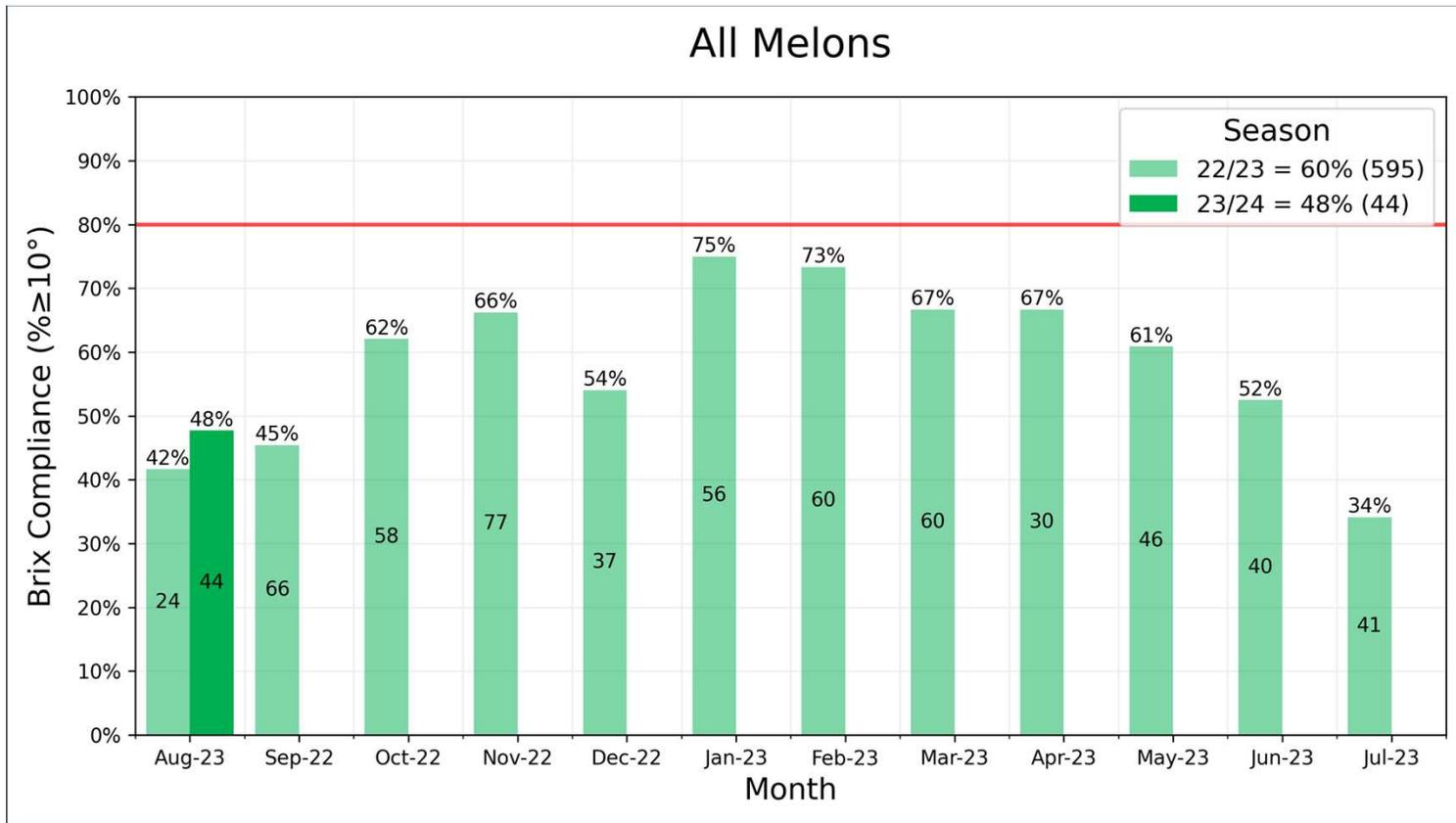
# Interim Maturity Monitoring Results

From Wholesale and Retail

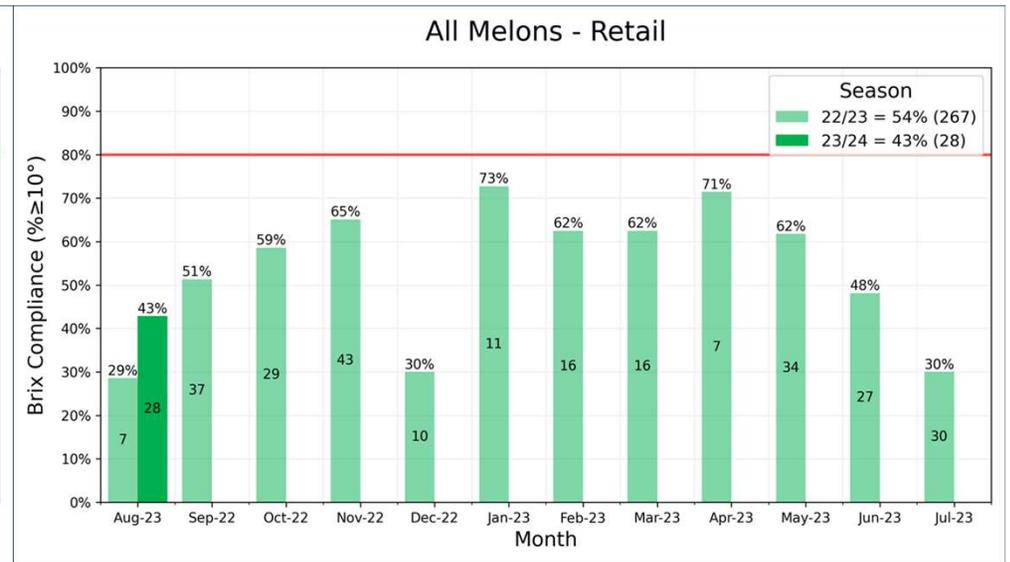
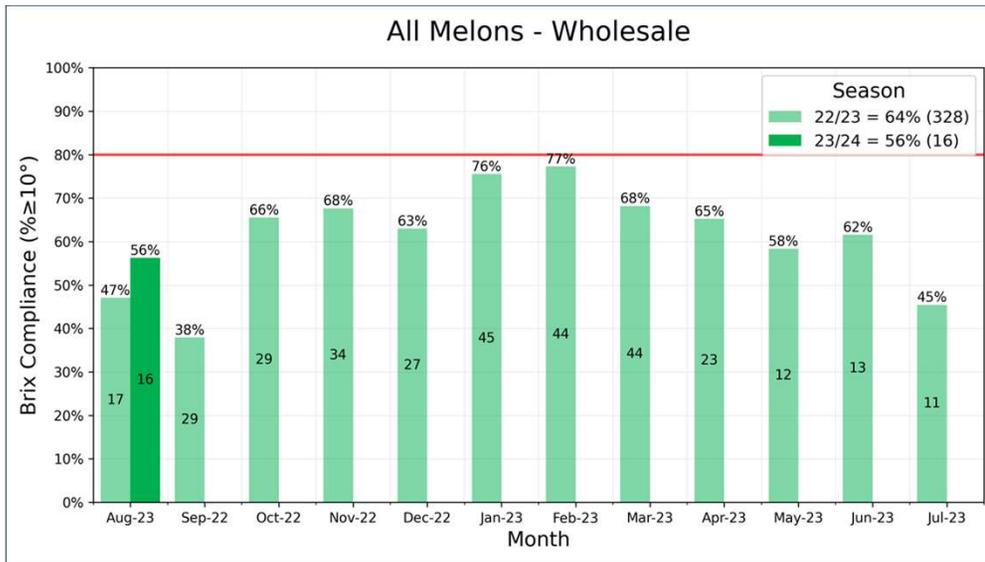
7 August 2022, up to and  
including 23 August 2023



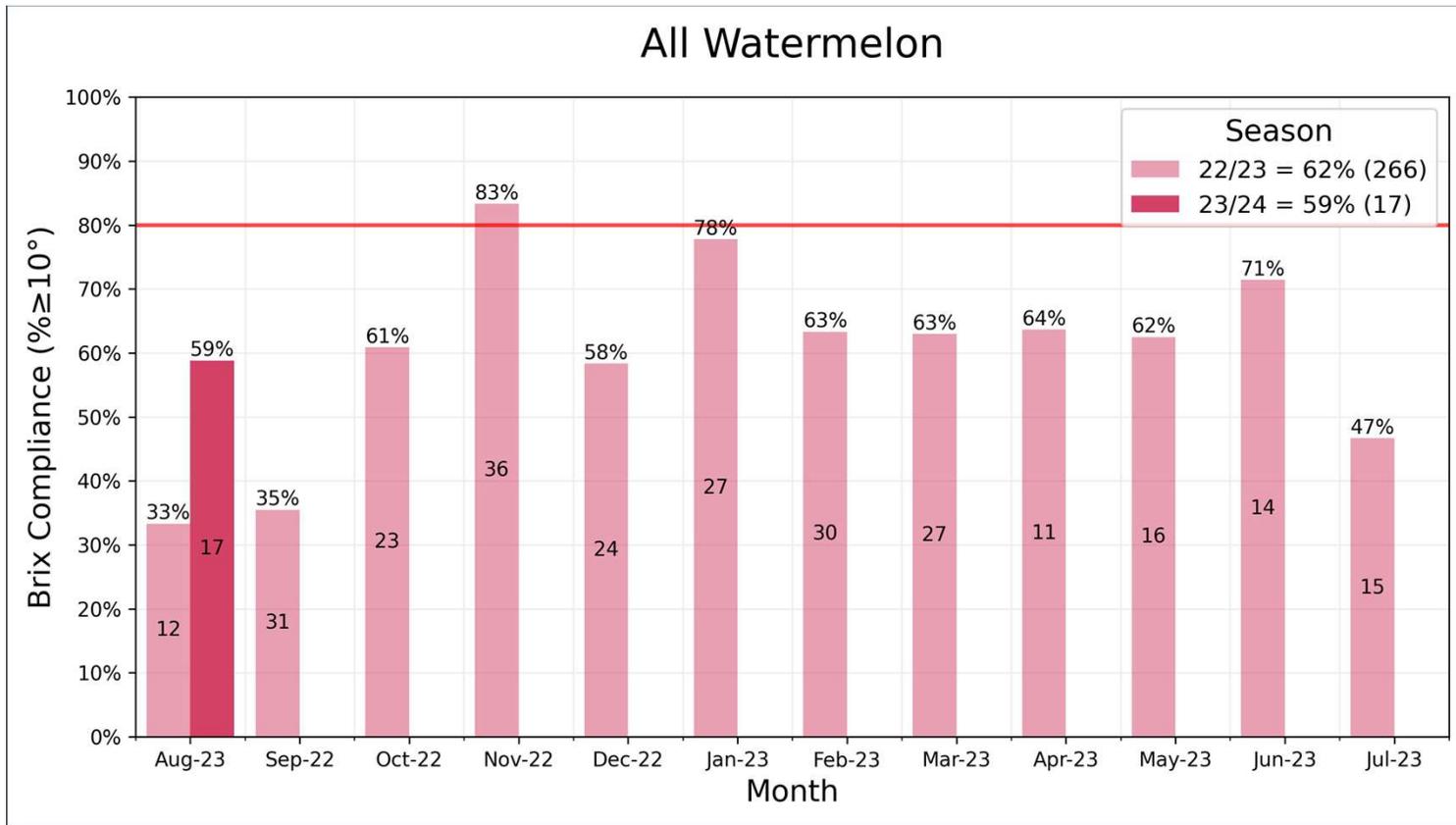
# All Melons



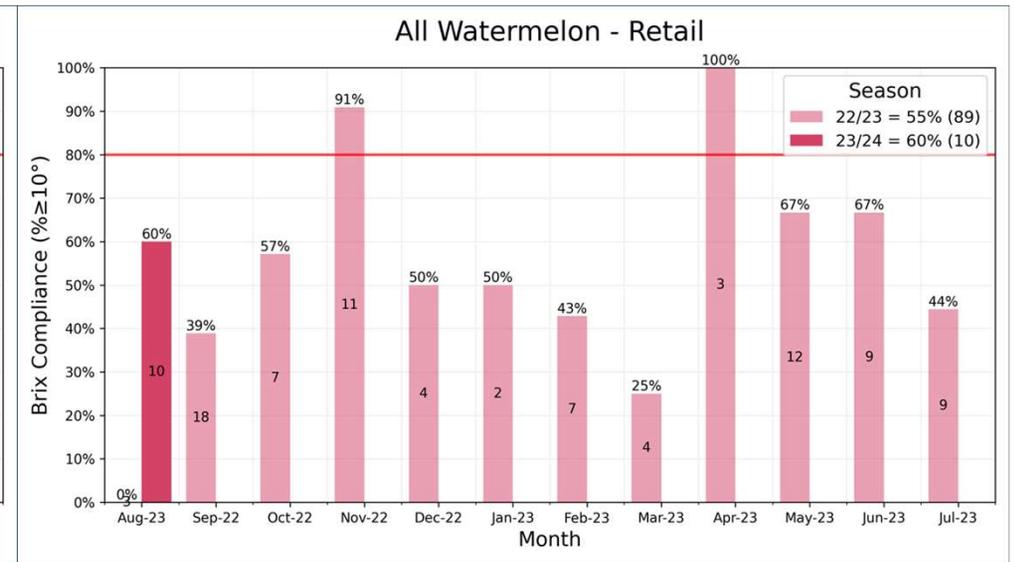
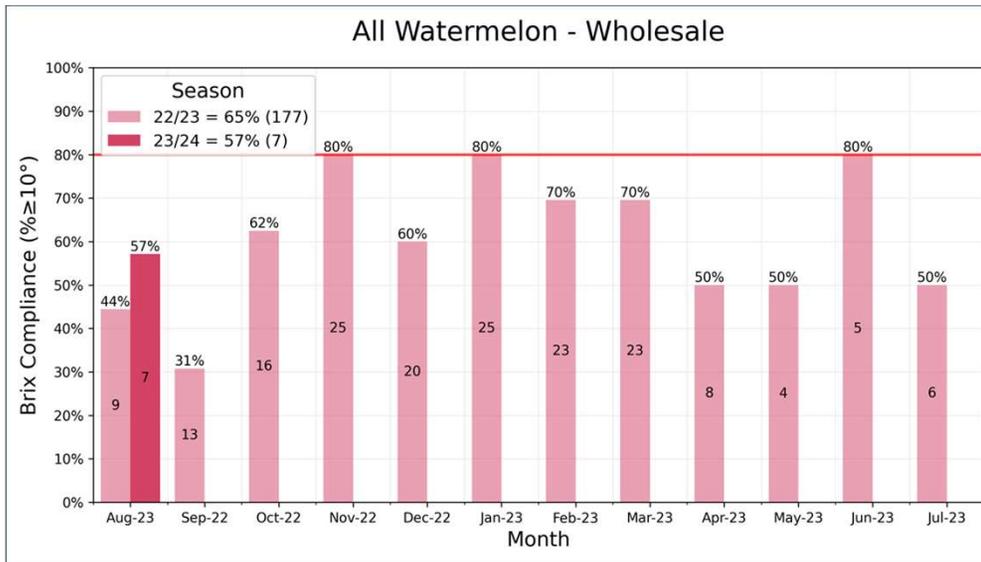
# All Melons - Wholesale and Retail



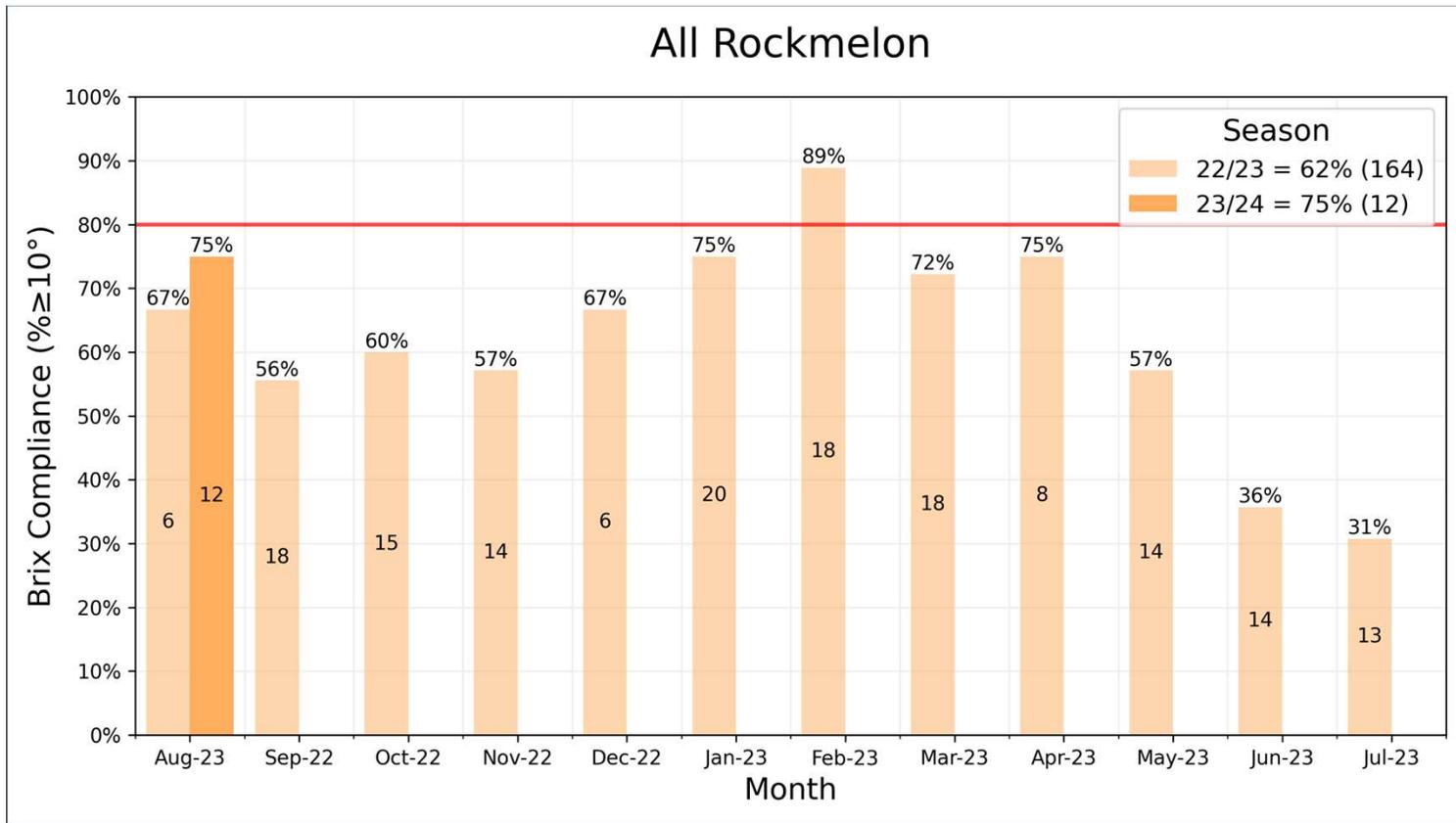
# Watermelon



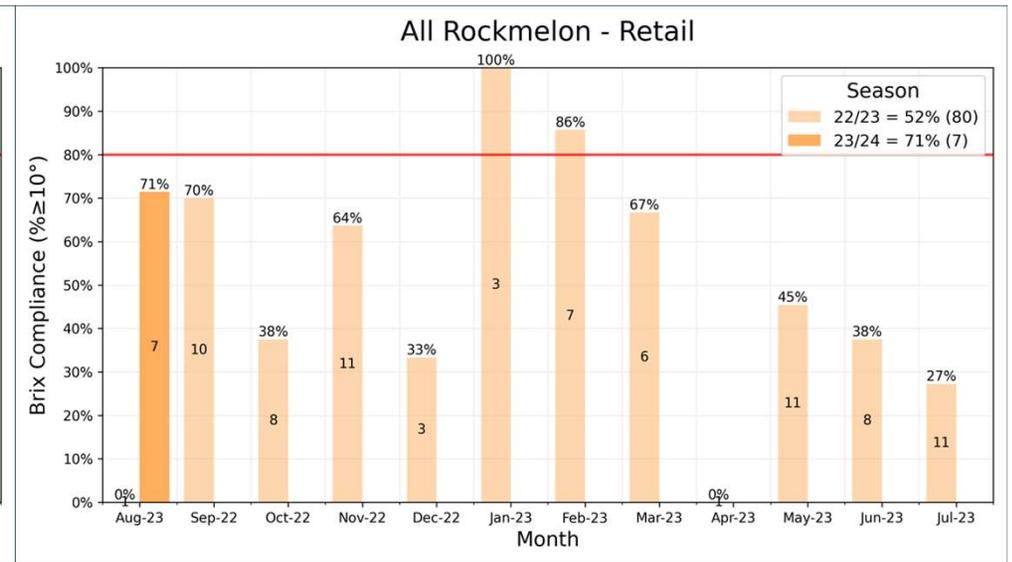
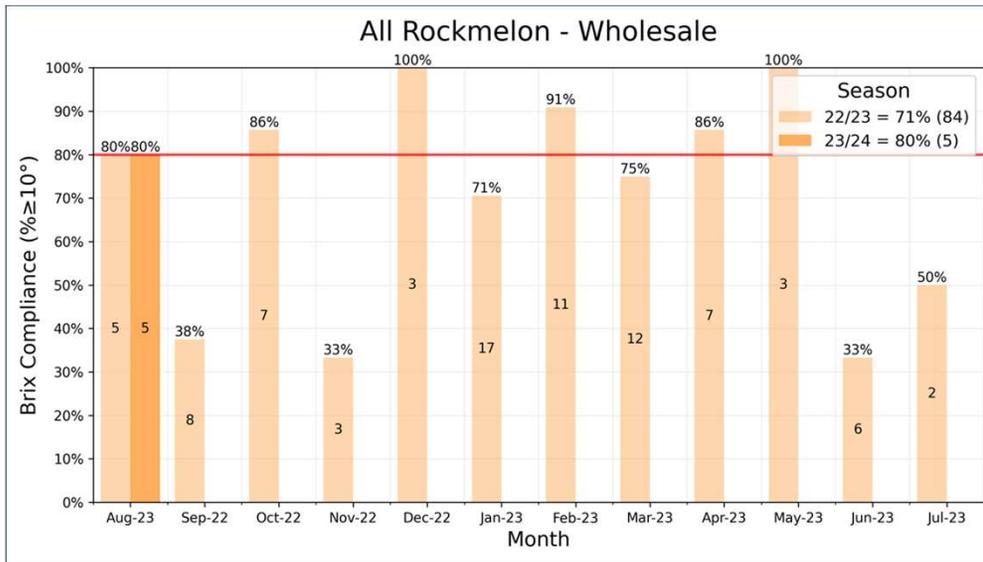
# Watermelon - Wholesale and Retail



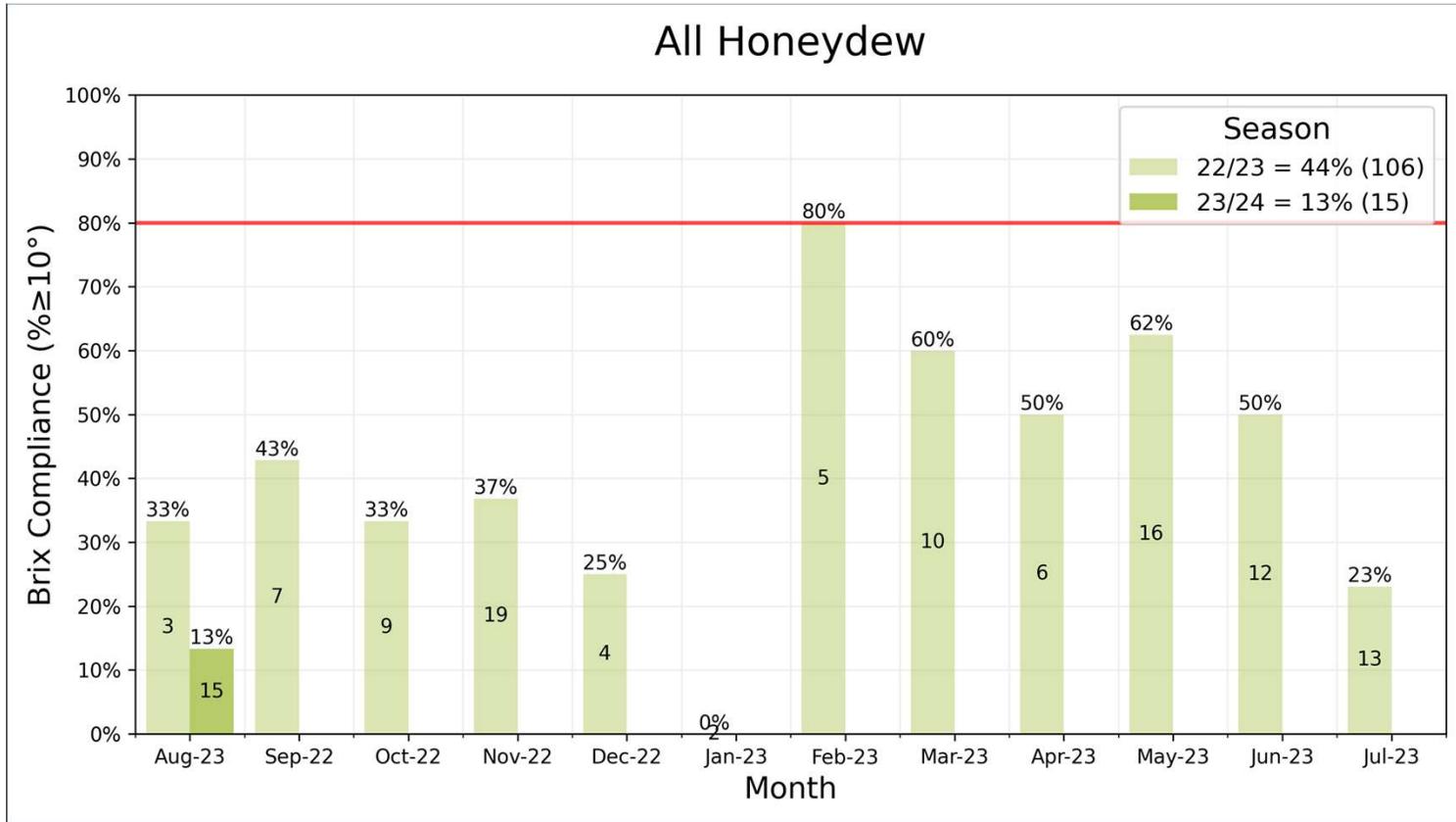
# Rock Melon



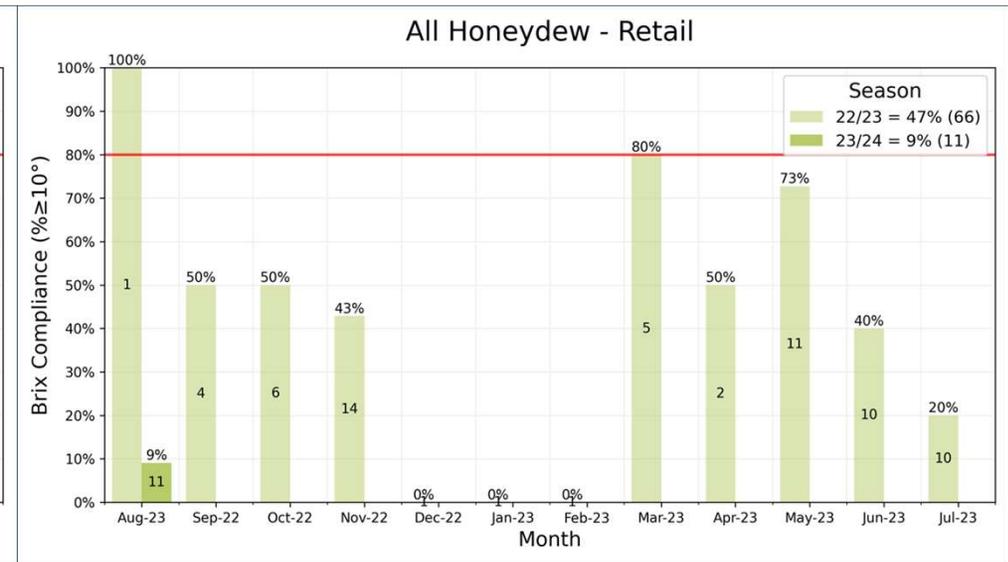
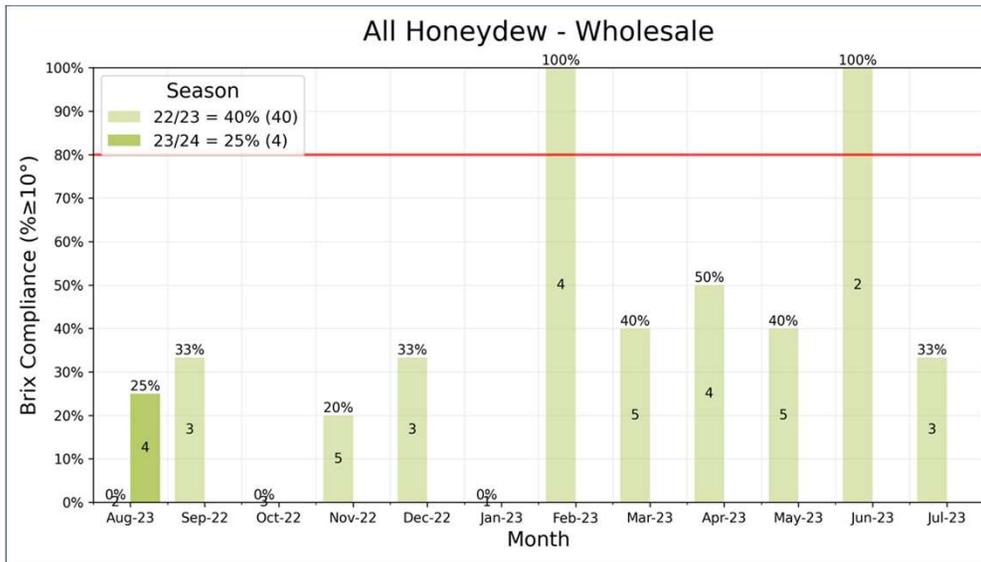
# Rock Melon - Wholesale and Retail



# Honeydew



# Honeydew – Wholesale and Retail



# At the Webinar

- We will dive deeper into the monitoring data
- We will show the results of the consumer panels
- We will share ideas of how to improve
- We will show how other fruit industries have benefited