

**Title** Melon quality: what consumers like  
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#### **Abstract**

A recent survey by the U.S.D.A. Agricultural Marketing Service determined that sweet melons (watermelon, honey dew and rockmelons) are the number one, most consumed fresh fruit in the U.S. A consumption comparison of honey dew and rockmelons to the other top ten most consumed fruits will be presented along with human health associated nutritional composition comparisons of these top ten fruits. Consumer preference (taste) ratings will show what consumers expect in a good quality honey dew or rockmelon and which production strategies (soil type, fruit size, harvest and storage conditions) affect marketable quality attributes. Also, future trends for melons will be highlighted.