

NEW CANTALOUPE VARIETIES TO LOVE

There's a lot to love about new cantaloupe varieties! Plant breeders are constantly working to improve cantaloupes using traditional cross pollination methods (Not GMO) so you have the best eating experience possible. For the past few years they've been working to develop new varieties that have longer shelf life in order to reduce food waste, while also preserving that same great cantaloupe flavor you know and love!



Reduce food waste

As the name indicates, new *Long Shelf Life* and *Extended Shelf Life* cantaloupes help reduce the amount of food that is thrown away in grocery stores because they don't spoil as quickly. These varieties last longer because they have harder exteriors and firmer flesh than old varieties, which makes them heartier for transport.



Constant improvement

The cantaloupe world is in a transitioning period. Plant breeders are constantly working to not only breed new varieties that last longer, but that also taste better. That means that consumers can expect cantaloupes to get even better with time! Please note that today's new cantaloupe varieties are not produced using genetically modified breeding techniques, but are done using traditional methods for varietal development.



Confidence in Quality

California cantaloupe farmers are required to test their melons for sugar content before they harvest.

They do this by measuring brix, which is a measurement of sugar content. California cantaloupes must have at least 12 brix when harvested. However, many new cantaloupes are actually harvested at close to 14 or 15 brix! Meaning you can expect a very sweet eating experience!

How to Select a New Variety Cantaloupe



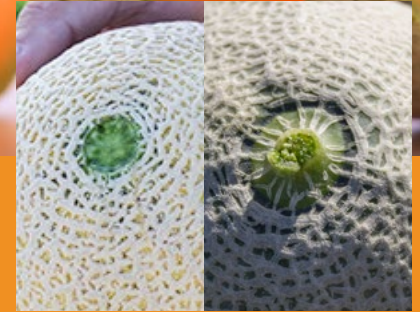
CRACKING

Look for a 'blossom end' (opposite the stem) that is beginning to show a bit of cracking and is somewhat soft to the touch, meaning it gives slightly when pressed gently with the fingers.



COLOR

Cream color is always a good indicator of a mature melon, but new varieties may often have a somewhat green hue. Don't be deterred by a slightly green cast on new variety cantaloupes.



STEM

When older cantaloupe varieties reached maturity the stem slipped away from the melon leaving a smooth end with no remnant of a stem. The stem on newer cantaloupe varieties may slip away, but they are also just as likely to have a bit of stem remain. A mature melon that does still have a stem attached will have some netting growing up the stem. Netting is the raised net-like texture on the shell of the cantaloupe.

New Cantaloupe Vs. Old

Some indicators of ripeness in older cantaloupe varieties do carry over to new varieties, but not all. Here's how they compare:

	OLD	NEW
Cream color	✓	✓
Fragrant smell	✓	
Slightly green color		✓
Slipped stem	✓	✓
Cracked blossom end		✓
Intact stem		✓
Netting on stem		✓
Hard exterior shell		✓
Firm flesh		✓
GMO	No	No

LONGER SHELF LIFE

New varieties of cantaloupe last up to three weeks in the refrigerator or up to one week on the counter! Just remember to always refrigerate cantaloupe after cutting it.

Find us @Calcantaloupes!

