

WATERMELON TOP SELECTIONS GUIDE



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What Makes



SowLogic™ Different?

Plants By Professionals™

Choice Of Varieties

Unlike other plant programs, SowLogic™ supplies plants from multiple companies. You can pair a diploid/ pollinizer from one company with a triploid from another. Our customers aren't limited to "bundle" pricing so you can buy exactly what you want.

Choice Of Greenhouse

We work with multiple experienced greenhouse partners to provide high quality transplants, can minimize shipping expenses all the while increasing your customer options.

With the SowLogic™ program you will know exactly what your plant production costs will be before you pay. Our greenhouse partners are experts at producing plants from multiple species and varieties. For customers with terms, the billing cycle begins when the plants ship. Select your desired greenhouse, the number of plants needed and the delivery dates. Orders need to be placed 8 weeks before maturity to guarantee delivery dates. Shipping is handled directly with the green house and the customer for the best communications.

SEED SUPPLIERS

Hazera
Seeds of Growth

Seminis
grow forward

RIJK ZWAAN

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HM **HARRIS MORAN**
SEED COMPANY

SAKATA



SALES REPRESENTATIVE



TERRITORY



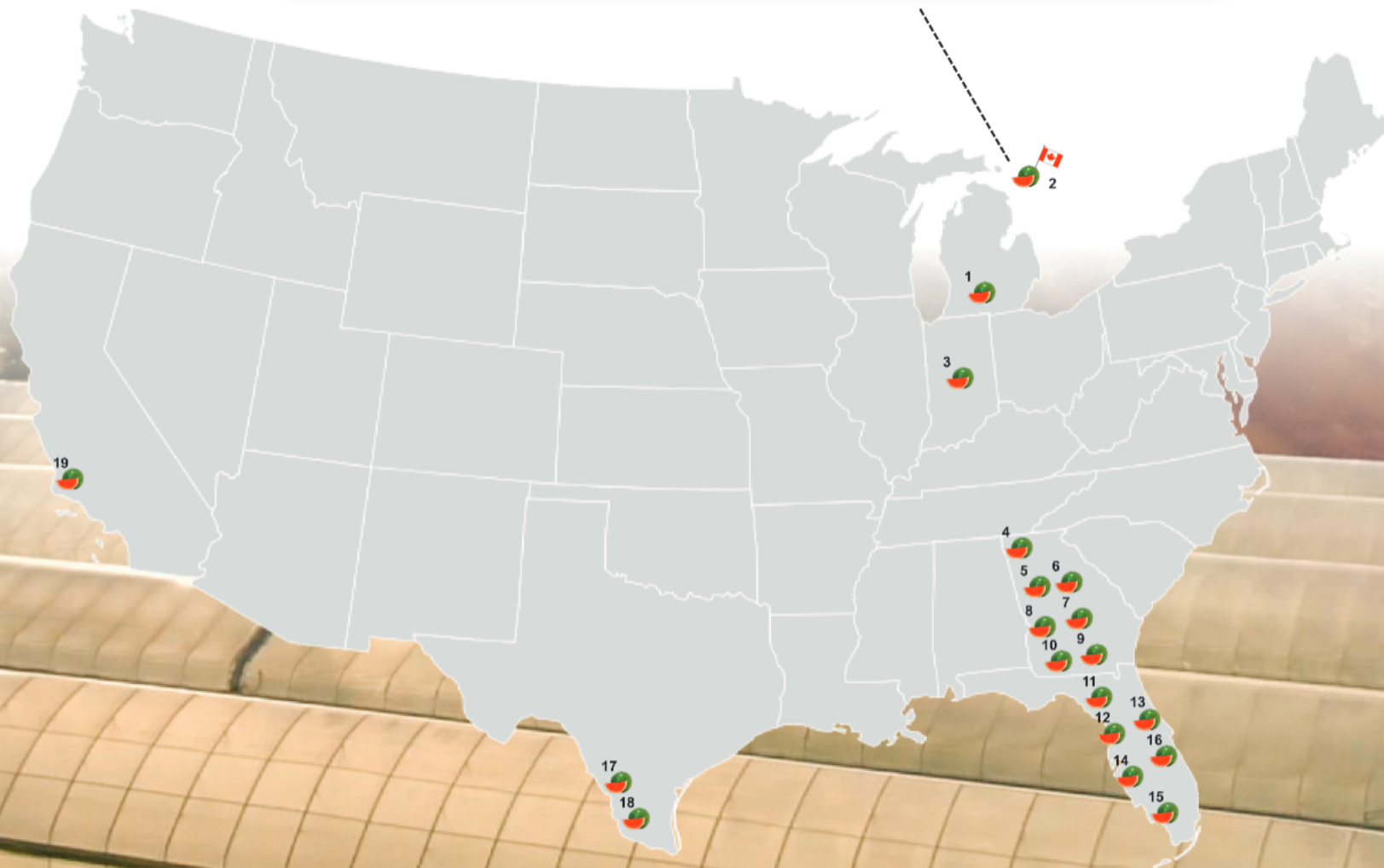
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PARTNER GREENHOUSES



- | | | |
|--|---|---|
| 1. Keitzer Farms INC - Hartford, MI | 8. Mobley Greenhouses INC - Moultrie, GA | 15. Redi Plants Corp - Naples, FL |
| 2. Roelands Plant Farm - Lamton, Ontario | 9. LTF - Tifton, GA | 16. Barnett Partin - Felda, FL |
| 3. Cox Farms INC - Gaston, IN | 10. Fowler Plant CO - Moultrie, GA | 17. Speedling INC (Alamo) - Alamo, TX |
| 4. Speedling INC (Georgia) - Blairsville, GA | 11. Speedling INC (Bushnell) - Bushnell, FL | 18. Tropical Star Nursery - Alamo, TX |
| 5. Wilder Plant Co - Moultrie, GA | 12. Trans Gro - Immokalee, FL | 19. Speedling INC (California) - Nipomo, CA |
| 6. R & K Greenhouses INC - Lyons, GA | 13. Mobley Plant World LLC - Labelle, FL | |
| 7. Valdosta Plant - Adel, GA | 14. Speedling INC (Ruskin) - Ruskin, FL | |



SEEDWAY®

EST 1963



CRACKERJACK

Consistent yields over wide range of growing conditions. Very uniform fruit shape, firm flesh and deep red interior. Time and time again customers rate this our best tasting watermelon. Have your customers ask for this variety by name.



BLACKJACK

Nice oval shape with outstanding internal red color. Firm flesh that is extremely flavorful. Strong disease package with intermediate resistance to Fusarium Wilt race 1, Anthracnose race 1 and Powdery Mildew.



SWEETHEART

Has a strong vigorous vine and distinct rind color. It can be used as a pollinator and ships very well.



GUARDSMAN

Shows far better Fusarium resistance than current commercial varieties. Vigorous, strong vines support an interior with excellent firmness and flavor. Resistance to Fusarium Wilt, Anthracnose race 1 and Powdery Mildew. This is a must try variety on any of your fields that might have an issue with Fusarium Wilt!



RED OPAL

Produces uniform oval shape with a concentrated fruit set. A firm red interior with very good flavor. Intermediate resistance of Fusarium Wilt race 1 and Anthracnose race 1.



SEEDWAY®

EST 1963



COPILLOT

Pollenizer that has a sprawling vine with heavy flowering. Early and extended flowering duration that is very fertile over a wide range of growing conditions.



4030

Good shelf life. Strong vine growth and heavy set. Excellent pollinator with good flowers. Narrow seed cover cavity for a larger watermelon. Intermediate resistance to Fusarium Race 1.

VARIETY	MATURITY	SEEDS	WEIGHT	SHAPE	RIND	FLESH
CRACKERJACK	80-82 DAYS	SEEDLESS	13-17 LBS	OVAL	DARK CRIMSON STRIP	SUPER RED CRIMSON
BLACKJACK	78 DAYS	SEEDLESS	16-24 LBS	OVAL	DARK GREEN	BRIGHT RED
SWEETHEART	EARLY - MEDIUM	SEEDED	24-28 LBS	OBLONG	DARK GREEN WITH LIGHT GREEN STRIPES	DEEP RED
GUARDSMAN	85-88 DAYS	SEEDLESS	16-24 LBS	BLOCKY	LIGHT GREEN WITH MEDIUM DARK STRIPES	RED
RED OPAL	84 DAYS	SEEDLESS	16-19 LBS	OVAL	LIGHT GREEN WITH MEDIUM DARK STRIPES	BRIGHT RED
COPILLOT	EARLY WITH EXTENDED FLOWERING	SEEDED	3-6 LBS	ROUND	LIGHT GREEN	LIGHT RED
4030	85-90 DAYS	SEEDED	20-24 LBS	BLOCKY ELONGATED	ALLSWEET	DEEP RICH RED



OUR WATERMELONS DELIVER BIG YIELDS AND EVEN BIGGER FLAVOR.

Harris Moran leads the charge in watermelon eating quality and adaptability and has worked year after year with growers to deliver a consistent product to the market. With increased difficult growing conditions, we're focused on improving profitability for growers. See what our varieties can do for you!



Want another taste of our watermelons? Check out some of our favorite watermelon picks by scanning the QR code with your camera app or visit: www.hmclausefielddays.com/products/watermelon



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**HARRIS
MORAN**
SEED COMPANY



TROUBADOUR

Troubadour features a fresh dark rind, and a uniform oval shape. It sets reliably with stress and has extra- firm sweet flesh. Seedlings are typically vigorous.



CRUNCHY RED

Crunchy Red has earned a reputation for size and yield along with ease of shipping. As the name indicates, flesh is very firm.

VARIETY	MATURITY	SEEDS	WEIGHT	SHAPE	RIND	FLESH
TROUBADOUR	82 DAYS	SEEDLESS	13-15 LBS	OVAL	MEDIUM DARK GREEN WITH DARK STRIPES	DARK RED
CRUNCHY RED	90 DAYS	SEEDLESS	16-19 LBS	OVAL	LIGHT GREEN WITH MEDIUM STRIPES	LIGHT RED



Hazera



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Seeds of Growth



EXTAZY

Very appealing rind that is on the thick side for easy handling and shipping. It is very high yielding.



OCELOT

Outstanding internal qualities: excellent taste and texture, high brix and deep flesh color. Produces a mix of 6 and 8 count fruit



EXCITE

A new generation of quality crimson fruits, with high uniformity and very long shelf life.



MINIPOL

Excellent pollinator for all sizes and rind patterns.



LEOPARD

Excellent flavor with firm flesh and good holding qualities. Easy to judge maturity by a subtle color change.



NECTARO

A mini with long shelf life, high brix, excellent taste, and high yields.

VARIETY	MATURITY	SEEDS	WEIGHT	SHAPE	RIND	FLESH
EXTAZY	75 DAYS	SEEDLESS	5-7 LBS	ROUND	DARK CRIMSON	BRIGHT RED
LEOPARD	75 DAYS	SEEDLESS	5-7 LBS	ROUND	LIGHT GREEN WITH DARK STRIPES	LIGHT RED
OCELOT	72 DAYS	SEEDLESS	3-5 LBS	ROUND	DARK TIGER	BRIGHT RED
EXCITE	75 DAYS	SEEDLESS	3-5 LBS	ROUND	CRIMSON	DEEP RED
MINIPOL	-	SEEDED	5-9 LBS	ROUND	LIGHT GREEN	-
NECTARO	72 DAYS	SEEDLESS	5-7 LBS	ROUND	CRIMSON	INTENSE RED

REACHING NEW HEIGHTS

Elevated Performance with New Genetics

Sakata's ground-breaking watermelon breeding brings you three new Crimson Sweet triploids. With revolutionary performance for growers and consumers, these varieties will grow your watermelon program to new heights.



GROWER/SHIPPER BENEFITS:

- Vigorous vines with uniform fruit
- Excellent yield potential
- Extended shipping and field holding ability

CONSUMER BENEFITS:

- Deep red, very firm flesh
- Very small pip size
- Excellent taste

SAKATA®

sakatavegetables.com

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EL CAPITAN



ACE PLUS



SIERRA MADRE



WILD CARD PLUS



SIERRA NEVADA



SAKATA®



EL CAPITAN

A triploid with excellent yield potential, extended shipping, and field holding ability. Small pip and excellent flavor.



SIERRA MADRE

Blocky fruit on vigorous vines. Excellent yield and fresh market potential. Deep red firm flesh with small pips.



SIERRA NEVADA

Features an attractive darker crimson rind pattern with vigorous vines. Excellent yield potential, extended shipping and firm flesh.



CHARISMATIC

Features strong, vigorous vines and has excellent yield potential. Early maturity coupled with firm, crisp flesh make this watermelon an easy choice for growers.



BELMONT

A mini with an extremely strong and vigorous vine with excellent yield potential. It has extremely firm flesh, small pips and is very uniform and productive. This mini also has an intermediate resistance to Fusarium Wilt Race 1 and Anthracnose Race 1.

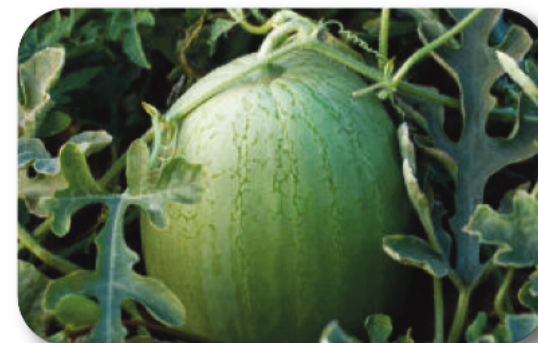
VARIETY	MATURITY	SEEDS	WEIGHT/BIN COUNT	SHAPE	RIND	FLESH
EL CAPITAN	MID	SEEDLESS	36/45 COUNT	BLOCKY OVAL	MEDIUM GREEN WITH DARK GREEN STRIPES	DEEP RED
SIERRA MADRE	MID-EARLY	SEEDLESS	36/45 COUNT	BLOCKY	CRIMSON	DEEP RED
SIERRA NEVADA	85-90	SEEDLESS	17-21 LBS	BLOCKY OVAL	MEDIUM GREEN WITH DARK GREEN STRIPES	DEEP RED
CHARISMATIC	83 DAYS	SEEDLESS	16-20 LBS	ROUND OVAL	MEDIUM GREEN WITH DARK GREEN STRIPES	BRIGHT RED
BELMONT	80 DAYS	SEEDLESS	16-20 LBS	ROUND OVAL	CRIMSON	BRIGHT RED



SECRETARIAT

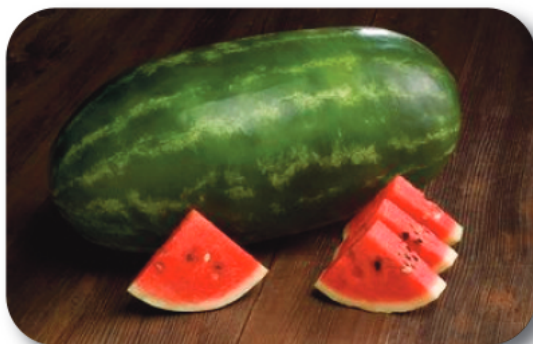
Provides an early yield of fruit with excellent quality. Noteworthy characteristics include tiny pips with a good cold-setting ability. Widely adapted including cooler slots.

SAKATA®



ACE PLUS

Offers a very early flowering date that makes pollen available for the first female flowers produced by the hybrid. Plus, it continues to flower well beyond the hybrid. Intermediate resistance to Fusarium race 1 and Anthracnose race 1.



SSX8585

All sweet type that performs well in areas where size is needed to fit the market needs. The vines are strong and vigorous providing excellent protection for the early flowering pollinizer. Resistance to Fusarium 1 and Anthracnose 1.



WILD CARD PLUS

Small, brittle fruit allows for easy triploid harvest. Excellent pollen quality for maximum yield. Intermediate resistance to Fusarium race 1 and Anthracnose race 1.

VARIETY	MATURITY	SEEDS	WEIGHT	SHAPE	RIND	FLESH
SECRETARIAT	80 DAYS	SEEDLESS	5-6 LBS	ROUND OVAL	MEDIUM GREEN WITH DARK STRIPES	DEEP RED
ACE PLUS	EARLY FLOWERS	-	-	ROUND OVAL	LIGHT GREEN WITH MEDIUM STRIPES	RED
SSX8585	85 DAYS	SEEDED	18-22 LBS	LONG BLOCKY	LIGHT GREEN WITH DARK STRIPES	BRIGHT RED
WILD CARD PLUS	EARLY-MID FLOWERS	-	-	ROUND OVAL	LIGHT GREEN WITH MEDIUM GREEN VEINS	YELLOW



Go From a Field of Flowers to a Field of Watermelon



Bumblebee Pollination

- Fly in windy, rainy, cold weather
- Maximum pollination potential
- Customized advice & support
- Ready for tomorrow's challenges

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SEEDWAY is a proud supporter of local, state, and national watermelon associations that strive to help promote the industry and it's growers.

If you haven't already be sure to find your local association below and see how you can join and support!



Lindsey Westberry
Georgia Watermelon Queen
www.georgiawatermelonassociation.org



Bethany Barfield
Florida Watermelon Queen
www.flfwa.com



Hannah Hughes
Gulf Coast Watermelon Queen
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Anna Young
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Leslie Webb
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Micayla Grossman
Texas Watermelon Queen
www.texaswatermelons.com



Sarena Allison
South Carolina Watermelon Queen
www.scwatermelon.org





BOTTLE ROCKET

A hybrid variety that combines the sweet taste of yesteryear, high performance and the dependability you need to help you build your business.



SHORELINE

Suitable for both cut and traditional watermelon markets. Fruit are oblong and uniform with an attractive pattern. Great rind and flesh definition.



JOY RIDE

Sturdy rind and consistent setting ability. Has the potential for excellent yields of very uniform fruit because of powerhouse vines.



TAILGATE

Vigorous plant with good vine coverage. Great flesh firmness with high brix potential. Nice interior with great yields.



WINGMAN

Provides very early flowers and an extended flowering. Strong, compact vine structure that allows it to climb up triploids.

VARIETY	MATURITY	SEEDS	WEIGHT / BIN OCUNT	SHAPE	RIND
BOTTLE ROCKET	85 DAYS	SEEDLESS	18-21 LBS / 36 COUNT	OBLONG	DARK MOTTLED STRIPE
JOY RIDE	86 DAYS	SEEDLESS	18-24 LBS / 36/45 COUNT	OBLONG	MOTTLED STRIPE
TAILGATE	87 DAYS	SEEDLESS	17-21 LBS / 36/45 COUNT	OBLONG	MOTTLED STRIPE
SHORELINE	84 DAYS	SEEDLESS	16-18 LBS / 36/45 COUNT	BLOCKY OVAL	MOTTLED STRIPE
WINGMAN	-	POLLENIZER	-	-	-



New Syngenta Watermelon Variety Sales Will Benefit Veterans' Organizations

Introduced in the 2022 growing season, for every new **Valor** plant sold through the Syngenta Full Count Plant Program, a portion of the proceeds will be donated to American veterans' organizations through the National Watermelon Association (NWA).

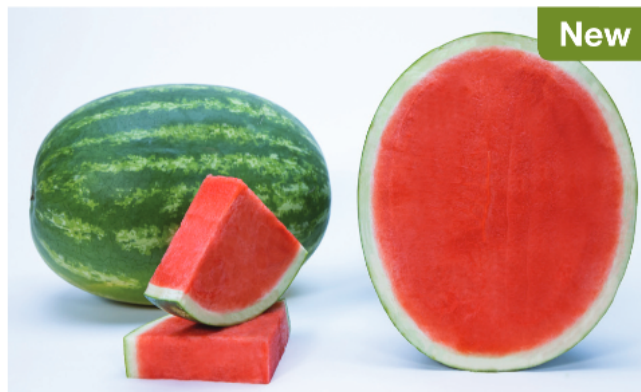
Learn More About the Initiative



SCAN ME



For more information, contact your Authorized Full Count Dealer.



Valor

- Higher fruit sets
- Intermediate resistance to Fusarium Wilt race 1 and Anthracnose race 1
- Ideal for retail either whole or fresh-cut
- Attractive appearance and excellent watermelon flavor for great consumer appeal

VARIETY	MATURITY	SEED	BIN COUNT	SHAPE	RIND PATTERN
Valor NEW	79	Seedless	45 / 36 Count	Blocky	Medium-dark green with pixelated, dark green stripes
Excursion	81	Seedless	36 Count	Blocky	Light green with hazy, broad, medium-dark green stripes
Fascination	83	Seedless	45 / 36 Count	Blocky	Very deep, rich green skin with medium Crimson Sweet stripes
Powerhouse NEW	86	Seedless	45 Count	Blocky	Deep green skin color with Crimson Sweet stripes
Captivation	89	Seedless	45 Count	Blocky	Deep green skin color with Crimson Sweet stripes

Further details of the Valor promotion such as percentage of the sales that will be donated, and period of the promotion will be made available by December 2021.

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Powerhouse

- Thick rind for improved shipping
- Improved fruit holding ability and vine vigor
- Early market advantage
- Intermediate resistance to Fusarium Wilt race 1 and Anthracnose race 1





VALOR

Valor is a blocky shaped fruit with a medium dark stripe similar to Melody. Fruit have good field holding ability during harvest.

syngenta®



EXCURSION

Attractive, deep red, firm flesh with small pips. Strong vine growth and excellent fruit size potential. Intermediate resistance to Fusarium race 1 and Anthracnose race.



CAPTIVATION

Attractive darker rind fades just a bit to signal full maturity. Sound flesh has incredible crunch without being fibrous. Intermediate resistance to Fusarium race 1 and Anthracnose race.



FASCINATION

Has the reputation for delivering excellent, reliable yields along with the best flavor and internal quality. Exceptional crisp, dense, sweet flesh. Intermediate resistance to Fusarium race 1 and Anthracnose race.

VARIETY	MATURITY	SEEDS	WEIGHT / BIN COUNT	SHAPE	RIND	FLESH
VALOR	79 DAYS	SEEDLESS	35/45 COUNT	BLOCKY OVAL	LIGHT GREEN WITH MEDIUM DARK STRIPES	DARK RED
FASCINATION	85 DAYS	SEEDLESS	45 COUNT	BLOCKY	GLOSSY AND RICH GREEN	RED
EXCURSION	83 DAYS	SEEDLESS	36/45 COUNT	OVAL	CRIMSON STRIPE	DEEP RED
CAPTIVATION	89 DAYS	SEEDLESS	36/45 COUNT	BLOCKY	RICH IN COLOR	DARK RED



ESTRELLA

Early, very high yielding, and very reliable.
The cylindrical shape gives a refined appearance and the interior quality is remarkable both in flavor and soundness.

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SWEET GEM

Attractive firm red flesh with small pips and crisp, sweet, mouthwatering flavor. Good fruit set with earlier maturity and excellent yield potential. Ideal for roadside and local markets.



SWEET DAWN

Dark red, firm flesh with very smooth skin.
Produces consistently high yields. Early maturing for first-to-market advantages.



SP-7

High level of branching which increases the production of male flowers. Extended flowering with pollen available throughout the entire growing season.

VARIETY	MATURITY	SEEDS	WEIGHT / BIN COUNT	SHAPE	RIND	FLESH
SWEET GEM	78 DAYS	SEEDLESS	45 COUNT	ROUND	DARK GLOSSY GREEN	RED
ESTRELLA	84 DAYS	SEEDED	20-24 LBS	OVAL	DARK GREEN WITH MEDIUM STRIPES	DARK RED
SWEET DAWN	74 DAYS	SEEDLESS	16-20 LBS	BLOCKY OVAL	LIGHT GREEN WITH MEDIUM DARK STRIPES	DARK RED
SP-7	75 DAYS	POLLENIZER	-	ROUND OVAL	MEDIUM LIGHT GREEN	MEDIUM YELLOW

NOTES SO YOU DON'T LOSE YOU RIND.



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EXP #124

A very strong vine with consistent uniformity in fruit shape and size. Small pips present and a very firm fleshed variety. Great field holding ability as well with intermediate resistance to Fon1.



RED AMBER

A strong, vigorous plant that produces a uniform set of high quality, oval fruit. The very dark red interior has a crisp texture and contrasts well with the medium green background and medium dark green stripe. Intermediate resistance for Fusarium Wilt race 1 and Anthracnose race 1.



EXP #139

Plant presents an aggressive vine and large leaves. High sugar content, small pips, and a crisp texture. This is a very grower friendly variety that has good fruit setting ability and plant strength. Intermediate resistance to Fon1.

VARIETY	MATURITY	SEEDS	WEIGHT	SHAPE	RIND	FLESH
EXP #124	89 DAYS	SEEDLESS	15-19 LBS	OVAL	MEDIUM / DARK GREEN WITH CRIMSON STRIPES	CRISP RED
EXP #139	84 DAYS	SEEDLESS	16-20 LBS	OVAL	DARK GREEN MOTTLED STRIPE	INTENSE RED
RED AMBER	89 DAYS	SEEDLESS	18-20 LBS	OVAL	MEDIUM GREEN WITH DARKER STRIPES	DARK RED



TROPICAL SUNSHINE

Nice deep yellow flesh with a very high sugar level. 13% brix. Good definition between rind and flesh. Good plant and excellent fruit setting with strong yield and good uniformity.



SPECIALTIES



AMARELLA

Outstanding flavor with high brix. A very crisp variety that is an excellent producer of uniform fruit.

SAKATA®



BUTTERCUP **SAKATA®**

Crisp, sweet, canary-yellow flesh, is the nicest yellow watermelon. Compared to other yellow varieties, fruit size is a bit smaller.



AMARILLO **syngenta®**

Broad adaptability, producing fruit with bright, deep yellow flesh and a distinctive rind pattern.

syngenta®

VARIETY	MATURITY	SEEDS	WEIGHT / BIN COUNT	SHAPE	RIND
TROPICAL SUNSHINE	78-80 DAYS	SEEDLESS	11-13 LBS	BLOCKY ROUND	DARK TIGER STRIPE
AMARELLA	85 DAYS	SEEDLESS	11-13 LBS	ROUND OVAL	JUBILEE
BUTTERCUP	82 DAYS	SEEDLESS	12-16 LBS	ROUND	JUBILEE
AMARILLO	84 DAYS	SEEDLESS	13-15 LBS	ROUND	JUBILEE

WATERMELON GRAFTING PROGRAM

WHY START WITH GRAFTED PLANTS?

- 🍉 Fusarium Wilt Proof
- 🍉 Stronger Plants
- 🍉 Stronger Root Systems
- 🍉 Improved crop rotation
- 🍉 Improved use of fertilizer and water
- 🍉 Improved Disease Resistance
- 🍉 Improved Cold Tolerance





SO MANY OPTIONS IT'S OUT OF THIS WORLD!

Our SowLogic™ Program gives you complete control.



Select the watermelon varieties, seed source partner, even the greenhouse.

Buying plants rather than seeds helps you better your production costs as well.

Work with your SEEDWAY sales representative to choose exactly what you need for your operation.

OUR PARTNERS



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Seminis
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NOTES SO YOU DON'T LOSE YOU RIND.





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