

# Watermelon Market Report

Compiled by the National Watermelon Promotion Board



## Market

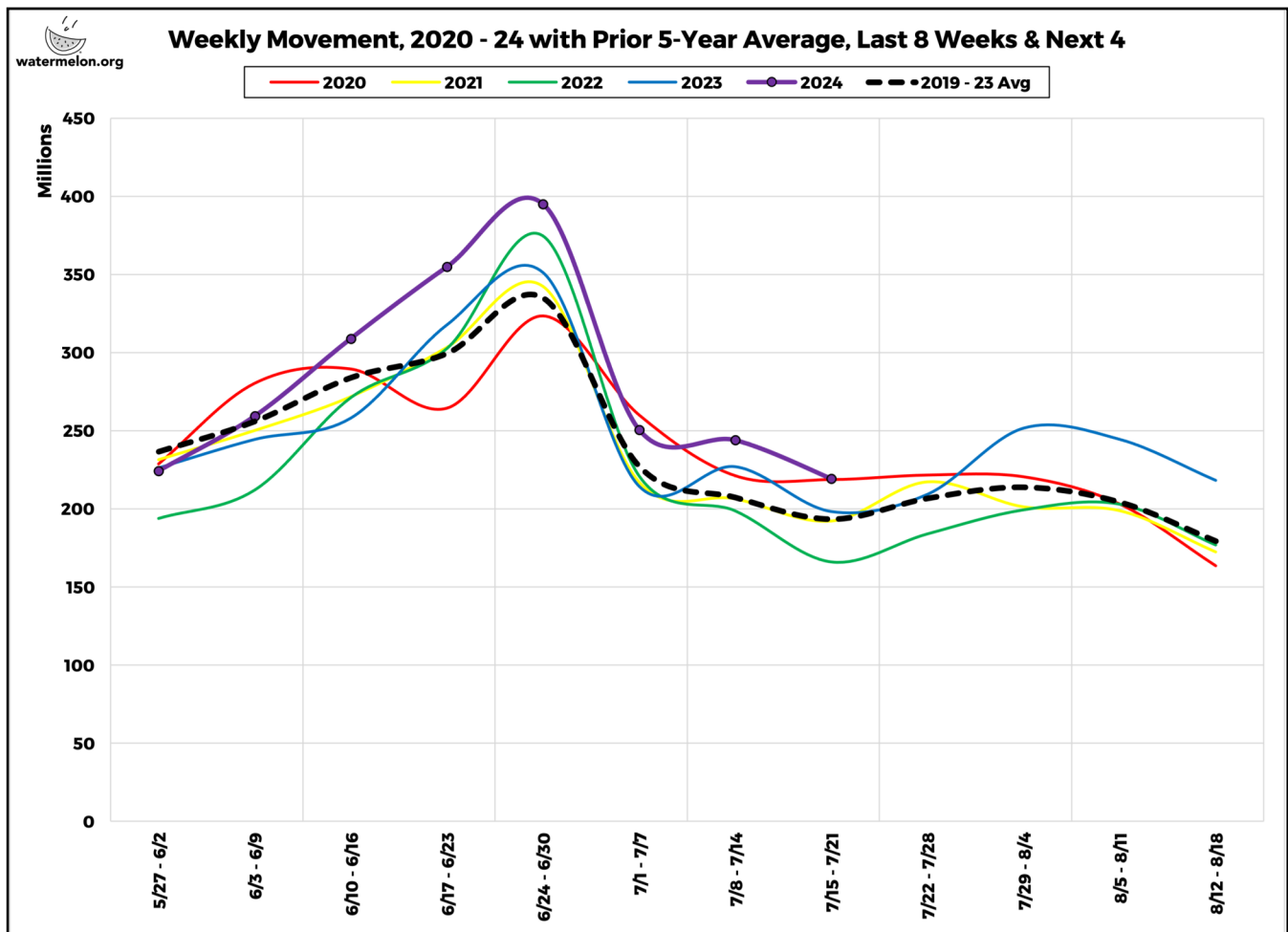
Data current through July 22, 2024

- Volume dipped slightly over past week to move closer to average, but remains above
- Weekly seedless FOB fell a little further during a time of typical rise to move below average

Movement	2024	2023	2024 v 23	2019—23 Avg	2024 v Avg
Last 7 Days	217,720,000	197,080,000	10.5%	193,872,000	12.3%
Last 30 Days	1,177,020,000	1,069,420,000	10.1%	1,040,804,000	13.1%
Year to Date	3,907,520,000	3,938,070,000	-0.8%	3,826,154,000	2.1%

## Movement

- Past month continues to be higher than any prior year for the same timeframe
- Year to date is closing in on four billion pounds, sitting 2.1% above average, 0.8% below 2023



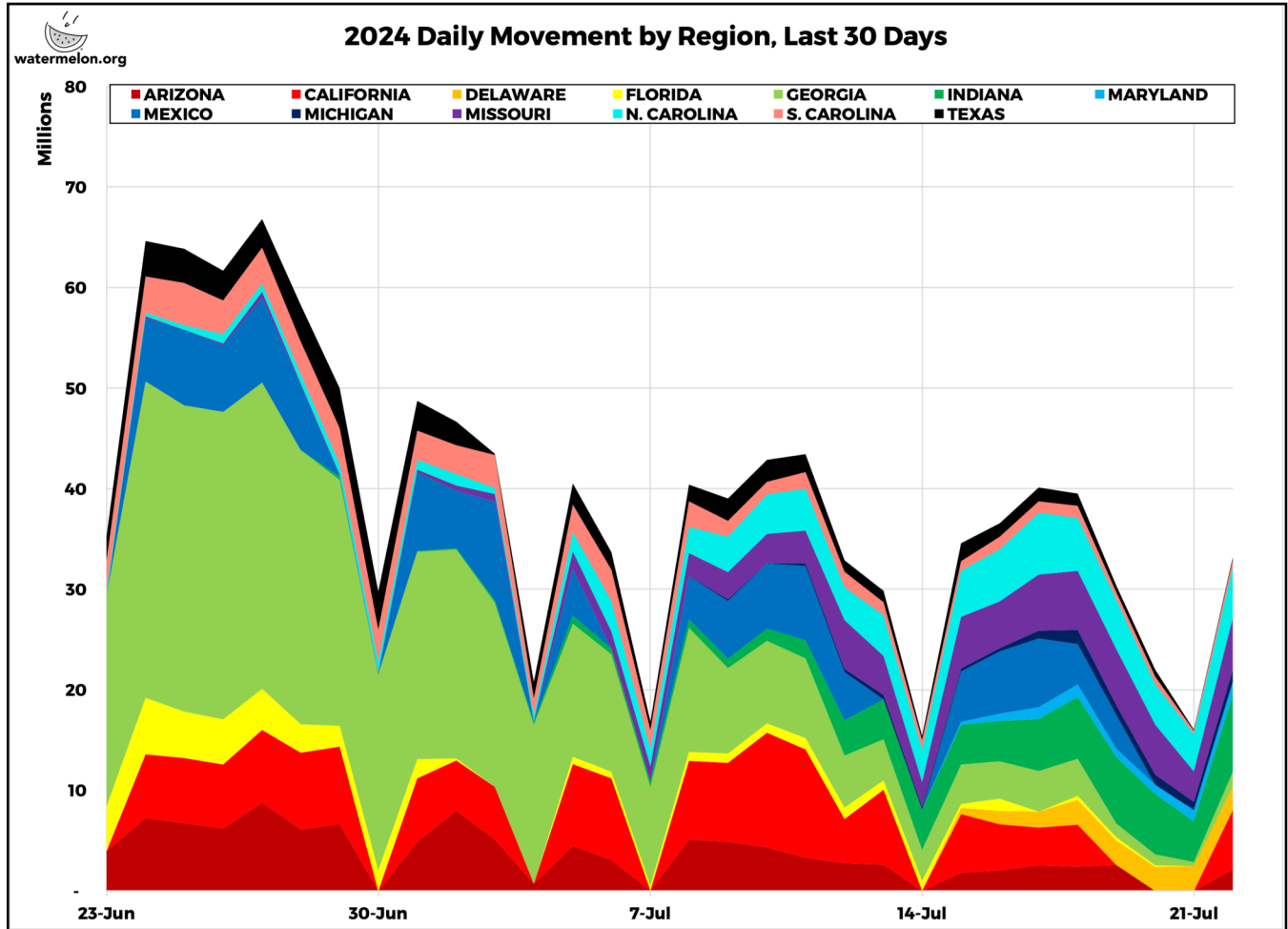
To download NWPB's detailed Excel files visit:  
<https://www.watermelon.org/audiences/industry/research/supply-chain-research>

For questions or expanded information reach out to:

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## Source Regions—Last Week vs. Prior

- **Decreasing volume:** Arizona, California, Florida, Georgia, Mexico, South Carolina, Texas
- **Stable volume:**
- **Increasing volume:** Delaware, Indiana, Maryland, Michigan, Missouri, North Carolina





## Last 7 Days Movement:

- Indiana 20% below 2023, 43% above average
- Missouri 11% above 2023, 19% above average
- N. Carolina 47% above 2023 and average
- Mexico 67% above 2023, well above average
- California 51% below 2023, 47% below average
- Georgia 4% above 2023, 44% below average
- Delaware well above 2023 and average
- Arizona 31% above 2023, well above average
- Maryland well above 2023 and average
- Michigan well above 2023 and average
- S. Carolina 4% below 2023, 32% below average
- Texas 41% below 2023, 68% below average

Region	Last 7 Days				
	2024	2023	2024 v 23	2019 - 23 Avg	2024 v Avg
INDIANA	39,710,000	49,680,000	-20%	27,740,000	43%
MISSOURI	34,830,000	31,290,000	11%	29,338,000	19%
NORTH CAROLINA	34,240,000	23,270,000	47%	23,356,000	47%
MEXICO	20,420,000	12,210,000	67%	9,300,000	120%
CALIFORNIA	18,370,000	37,610,000	-51%	34,344,000	-47%
GEORGIA	15,800,000	15,120,000	4%	28,316,000	-44%
DELAWARE	15,020,000	1,660,000	805%	6,184,000	143%
ARIZONA	11,660,000	8,920,000	31%	4,204,000	177%
MARYLAND	7,240,000	1,340,000	440%	3,528,000	105%
MICHIGAN	6,480,000	0	NA	288,000	2150%
SOUTH CAROLINA	6,200,000	6,440,000	-4%	9,088,000	-32%
TEXAS	5,600,000	9,510,000	-41%	17,468,000	-68%
FLORIDA	2,080,000	0	NA	296,000	603%
DOM. REP.	70,000	20,000	250%	12,000	483%
ALABAMA	0	0	NA	248,000	-100%
MISSISSIPPI	0	0	NA	160,000	-100%
COSTA RICA	0	10,000	-100%	2,000	-100%
GUATEMALA	0	0	NA	0	NA
PANAMA	0	0	NA	0	NA
HONDURAS	0	0	NA	0	NA
BRAZIL	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
CANADA	0	0	NA	0	NA
<b>Total</b>	<b>217,720,000</b>	<b>197,080,000</b>	<b>10.5%</b>	<b>193,872,000</b>	<b>12.3%</b>

Region	Last 30 Days				
	2024	2023	2024 v 23	2019 - 23 Avg	2024 v Avg
GEORGIA	394,300,000	403,690,000	-2%	424,880,000	-7%
CALIFORNIA	148,560,000	104,150,000	43%	124,430,000	19%
MEXICO	117,440,000	97,540,000	20%	59,280,000	98%
ARIZONA	108,050,000	81,620,000	32%	61,574,000	75%
NORTH CAROLINA	79,360,000	42,660,000	86%	38,778,000	105%
MISSOURI	70,690,000	74,560,000	-5%	60,814,000	16%
SOUTH CAROLINA	64,260,000	60,180,000	7%	72,894,000	-12%
INDIANA	62,890,000	70,250,000	-10%	40,642,000	55%
TEXAS	56,080,000	98,080,000	-43%	104,026,000	-46%
FLORIDA	43,640,000	33,550,000	30%	31,880,000	37%
DELAWARE	15,660,000	1,660,000	843%	6,512,000	140%
MICHIGAN	8,320,000	0	NA	288,000	2789%
MARYLAND	7,520,000	1,340,000	461%	3,888,000	93%
DOM. REP.	250,000	80,000	213%	46,000	443%
ALABAMA	0	0	NA	6,964,000	-100%
MISSISSIPPI	0	0	NA	3,968,000	-100%
COSTA RICA	0	60,000	-100%	12,000	-100%
GUATEMALA	0	0	NA	0	NA
PANAMA	0	0	NA	0	NA
HONDURAS	0	0	NA	0	NA
BRAZIL	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
CANADA	0	0	NA	0	NA
<b>Total</b>	<b>1,177,020,000</b>	<b>1,069,420,000</b>	<b>10.1%</b>	<b>1,040,876,000</b>	<b>13.1%</b>

## Last 30 Days Movement:

- Georgia 2% below 2023, 7% below average
- California 43% above 2023, 19% above average
- Mexico 20% above 2023, 98% above average
- Arizona 32% above 2023, 75% above average
- N. Carolina 86% above 2023, well above average
- Missouri 5% below 2023, 16% above average
- S. Carolina 7% above 2023, 12% below average
- Indiana 10% below 2023, 55% above average
- Texas 43% below 2023, 46% below average
- Florida 30% above 2023, 37% above average
- Delaware well above 2023 and average
- Michigan well above 2023 and average
- Maryland well above 2023 and average

## Year to Date Movement:

- Mexico 4% below 2023, even with average
- Florida 14% below 2023, 7% below average
- Georgia 7% above 2023, 1% above average
- Texas 35% below 2023, 33% below average
- California 69% above 2023, 27% above average
- Guatemala 25% above 2023, 56% above average
- Arizona 31% above 2023, 49% above average
- S. Carolina 26% above 2023, 1% below average
- N. Carolina 87% above 2023, well above average
- Missouri 5% below 2023, 16% above average
- Indiana 10% below 2023, 55% above average
- Honduras 37% below 2023, 41% below average
- Costa Rica 45% above 2023, 61% above average
- Delaware well above 2023 and average
- Michigan well above 2023 and average
- Maryland well above 2023, 93% above average
- Dom. Rep. 37% above 2023, well above average
- Panama 77% below 2023, 58% below average

Region	To Date				
	2024	2023	2024 v 23	2019 - 23 Avg	2024 v Avg
MEXICO	1,108,750,000	1,152,540,000	-4%	1,105,586,000	0%
FLORIDA	903,250,000	1,045,140,000	-14%	974,914,000	-7%
GEORGIA	647,000,000	604,040,000	7%	639,268,000	1%
TEXAS	214,560,000	329,440,000	-35%	320,102,000	-33%
CALIFORNIA	212,660,000	126,090,000	69%	167,140,000	27%
GUATEMALA	210,180,000	167,540,000	25%	134,988,000	56%
ARIZONA	204,350,000	156,350,000	31%	136,734,000	49%
SOUTH CAROLINA	88,540,000	70,520,000	26%	89,350,000	-1%
NORTH CAROLINA	79,960,000	42,660,000	87%	38,778,000	106%
MISSOURI	70,690,000	74,560,000	-5%	60,814,000	16%
INDIANA	62,890,000	70,250,000	-10%	40,642,000	55%
HONDURAS	43,100,000	68,780,000	-37%	73,628,000	-41%
COSTA RICA	25,510,000	17,570,000	45%	15,882,000	61%
DELAWARE	15,660,000	1,660,000	843%	6,512,000	140%
MICHIGAN	8,320,000	0	NA	288,000	2789%
MARYLAND	7,520,000	1,340,000	461%	3,888,000	93%
DOM. REP.	2,420,000	1,770,000	37%	566,000	328%
PANAMA	1,520,000	6,680,000	-77%	3,612,000	-58%
BRAZIL	640,000	1,140,000	-44%	850,000	-25%
ALABAMA	0	0	NA	8,716,000	-100%
MISSISSIPPI	0	0	NA	3,968,000	-100%
VIRGINIA	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
CANADA	0	0	NA	0	NA
<b>Total</b>	<b>3,907,520,000</b>	<b>3,938,070,000</b>	<b>-0.8%</b>	<b>3,826,226,000</b>	<b>2.1%</b>



# Seedless FOB Pricing

- MarDel now reporting, Georgia no longer reporting
- Weekly average dip owed to higher markets coming down to others already lower, little change in latter

Seedless FOB	2024	2023	2019—23
Last 7 Days	\$0.204	\$0.242	\$0.220
Last 30 Days	\$0.213	\$0.269	\$0.209
Year to Date	\$0.270	\$0.306	\$0.237

