

Watermelon Market Report

Compiled by the National Watermelon Promotion Board



Market

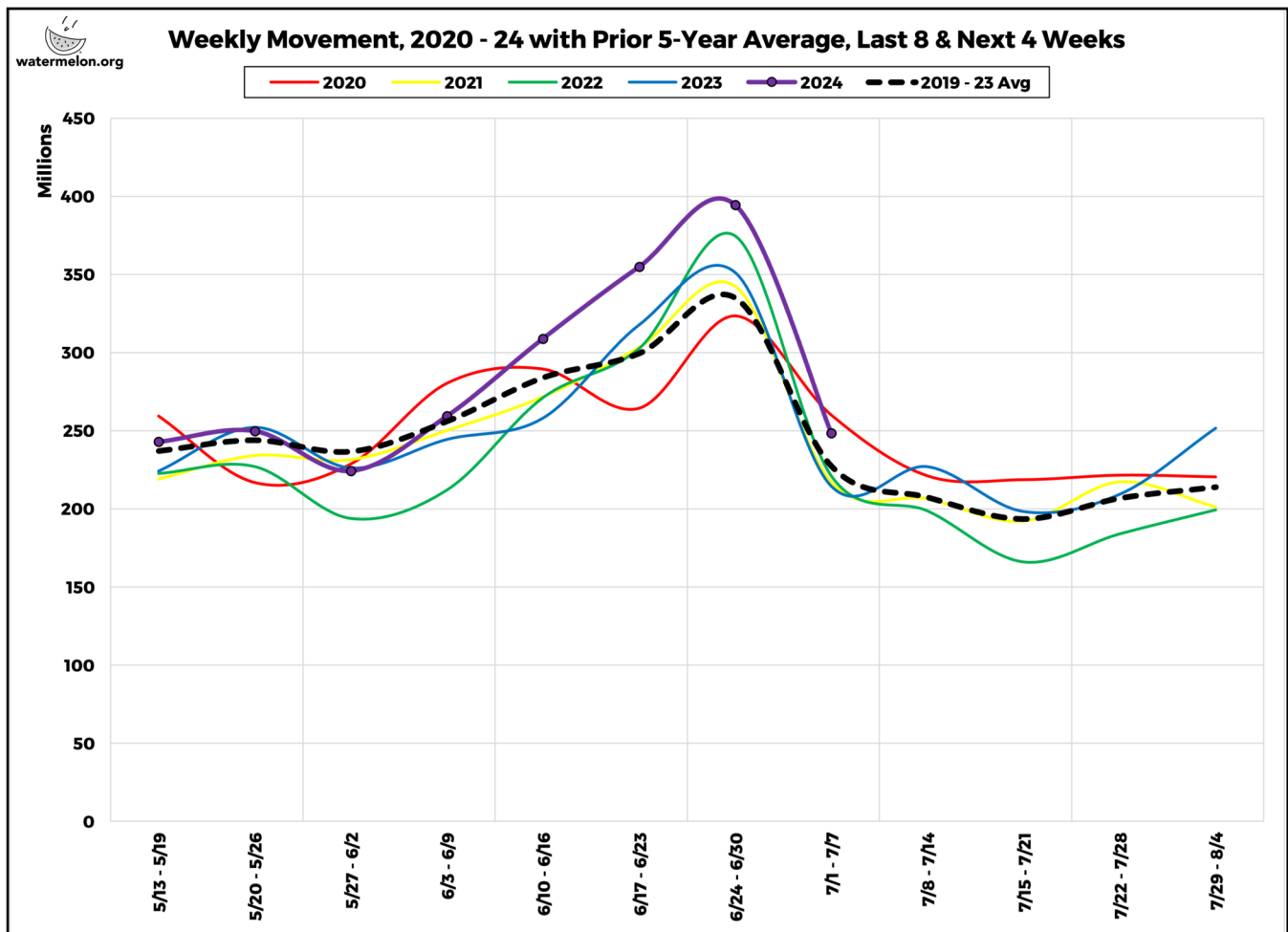
Data current through July 8, 2024

- Volume remains higher than average including this first week post-holiday
- Seedless FOB weekly average shows little change, but varies a good deal by region

Movement	2024	2023	2024 v 23	2019—23 Avg	2024 v Avg
Last 7 Days	239,660,000	205,750,000	16.5%	213,094,000	12.5%
Last 30 Days	1,364,630,000	1,203,490,000	13.4%	1,212,232,000	12.6%
Year to Date	3,448,370,000	3,513,650,000	-1.9%	3,426,098,000	0.7%

Movement

- Past few weeks have been adjusted upward due to post-report corrections by USDA-AMS
- Past four weeks have seen prolific volume above most past years for each week



Source: AMS Market News Portal

To download NWPB's detailed Excel files visit:

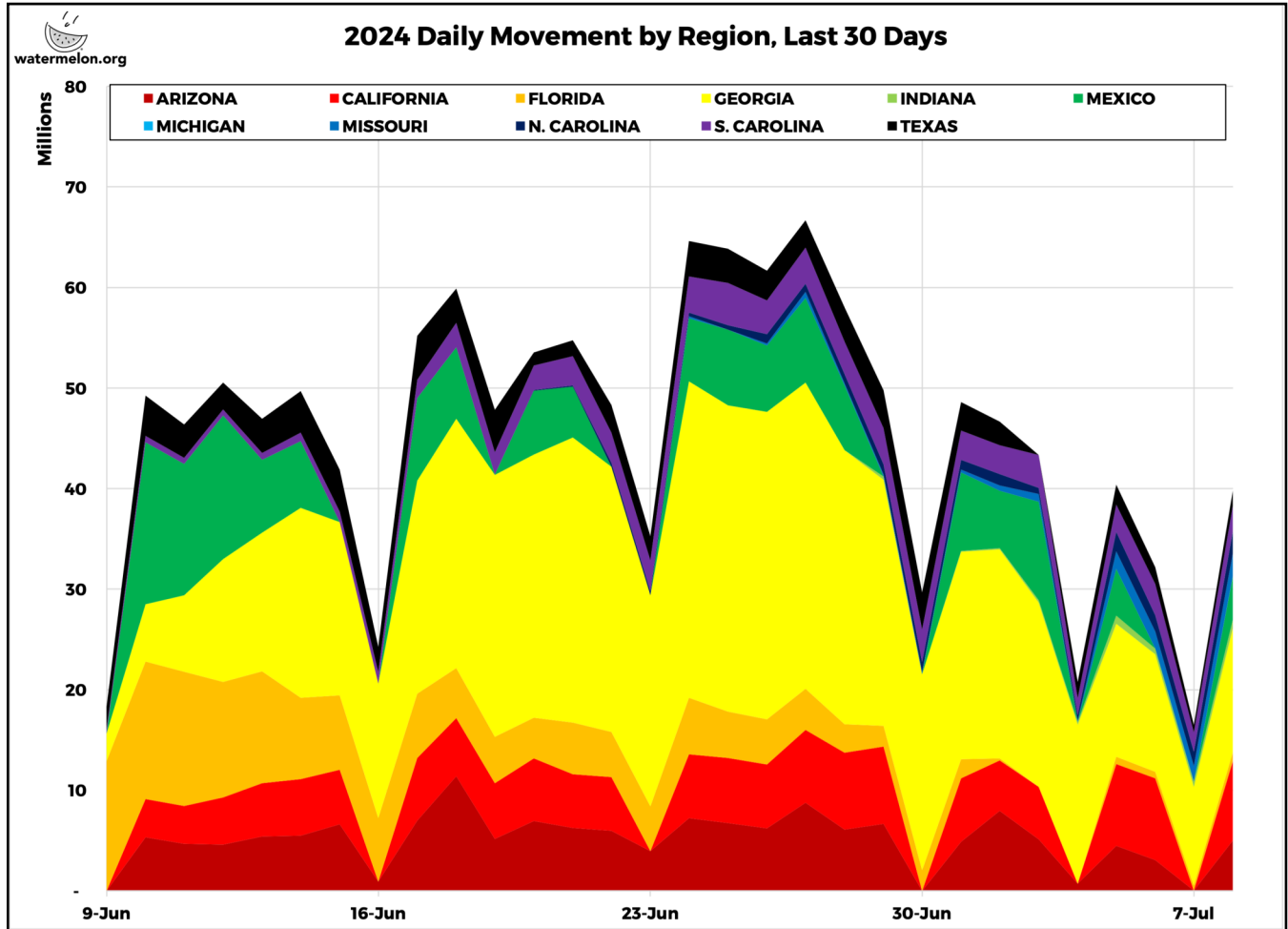
<https://www.watermelon.org/audiences/industry/research/supply-chain-research>

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, S. Carolina, Texas
- **Stable volume:**
- **Increasing volume:** Indiana, Michigan, Missouri, N. Carolina,





Last 7 Days Movement:

- Georgia 11% above 2023, 1% above average
- California 61% above 2023, 31% above average
- Arizona 76% above 2023, well above average
- Mexico 36% above 2023, well above average
- S. Carolina 19% above 2023, 2% below average
- Texas 57% below 2023, 55% below average
- N. Carolina well above 2023 and average
- Missouri 27% below 2023, 21% above average
- Indiana well above 2023, 42% above average
- Florida 48% below 2023 and average
- Michigan well above 2023 and average

Region	Last 7 Days				
	2024	2023	2024 v 23	2019 - 23 Avg	2024 v Avg
GEORGIA	102,010,000	91,630,000	11%	100,596,000	1%
CALIFORNIA	34,380,000	21,310,000	61%	26,282,000	31%
ARIZONA	26,330,000	14,960,000	76%	13,010,000	102%
MEXICO	24,440,000	17,930,000	36%	11,738,000	108%
SOUTH CAROLINA	18,120,000	15,200,000	19%	18,412,000	-2%
TEXAS	9,840,000	23,130,000	-57%	21,898,000	-55%
NORTH CAROLINA	9,440,000	2,960,000	219%	2,800,000	237%
MISSOURI	8,680,000	11,820,000	-27%	7,148,000	21%
INDIANA	3,400,000	1,160,000	193%	2,392,000	42%
FLORIDA	2,920,000	5,640,000	-48%	5,664,000	-48%
DOM. REP.	60,000	0	NA	0	NA
MICHIGAN	40,000	0	NA	0	NA
ALABAMA	0	0	NA	1,928,000	-100%
MISSISSIPPI	0	0	NA	1,504,000	-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
DELAWARE	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
CANADA	0	0	NA	0	NA
Total	239,660,000	205,750,000	16.5%	213,374,000	12.3%

Region	Last 30 Days				
	2024	2023	2024 v 23	2019 - 23 Avg	2024 v Avg
GEORGIA	582,220,000	521,140,000	12%	525,180,000	11%
ARIZONA	152,380,000	99,230,000	54%	96,466,000	58%
MEXICO	151,620,000	163,860,000	-7%	117,668,000	29%
FLORIDA	149,080,000	144,740,000	3%	159,308,000	-6%
CALIFORNIA	145,510,000	63,470,000	129%	84,984,000	71%
TEXAS	82,410,000	142,470,000	-42%	142,318,000	-42%
SOUTH CAROLINA	69,840,000	47,440,000	47%	61,568,000	13%
NORTH CAROLINA	16,960,000	4,440,000	282%	3,984,000	326%
MISSOURI	10,640,000	15,460,000	-31%	8,172,000	30%
INDIANA	3,800,000	1,160,000	228%	2,640,000	44%
DOM. REP.	130,000	30,000	333%	26,000	400%
MICHIGAN	40,000	0	NA	0	NA
ALABAMA	0	0	NA	7,404,000	-100%
MISSISSIPPI	0	0	NA	2,792,000	-100%
COSTA RICA	0	50,000	-100%	10,000	-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
DELAWARE	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
CANADA	0	0	NA	0	NA
Total	1,364,630,000	1,203,490,000	13.4%	1,212,520,000	12.5%

Last 30 Days Movement:

- Georgia 12% above 2023, 11% above average
- Arizona 54% above 2023, 58% above average
- Mexico 7% below 2023, 29% above average
- Florida 3% above 2023, 6% below average
- California well above 2023, 71% above average
- Texas 42% below 2023 and average
- S. Carolina 47% above 2023, 13% above average
- N. Carolina well above 2023 and average
- Missouri 31% below 2023, 30% above average
- Indiana well above 2023, 44% above average

Year to Date Movement:

- Mexico 6% below 2023, 2% below average
- Florida 14% below 2023, 8% below average
- Georgia 13% above 2023, 8% above average
- Guatemala 25% above 2023, 56% above average
- Texas 34% below 2023, 30% below average
- Arizona 35% above 2023, 41% above average
- California well above 2023, 46% above average
- S. Carolina 53% above 2023, 17% above average
- Honduras 37% below 2023, 41% below average
- Costa Rica 45% above 2023, 61% above average
- N. Carolina well above 2023 and average
- Missouri 31% below 2023, 30% above average
- Indiana well above 2023, 44% above average
- Dom. Rep. 35% above 2023, well above average
- Panama 77% below 2023, 58% below average
- Brazil 44% below 2023, 25% below average

Region	To Date				
	2024	2023	2024 v 23	2019 - 23 Avg	2024 v Avg
MEXICO	1,058,860,000	1,120,910,000	-6%	1,084,392,000	-2%
FLORIDA	894,690,000	1,043,860,000	-14%	972,818,000	-8%
GEORGIA	590,380,000	524,060,000	13%	546,030,000	8%
GUATEMALA	210,180,000	167,540,000	25%	134,988,000	56%
TEXAS	196,940,000	299,330,000	-34%	282,096,000	-30%
ARIZONA	173,040,000	128,390,000	35%	123,154,000	41%
CALIFORNIA	146,590,000	64,830,000	126%	100,682,000	46%
SOUTH CAROLINA	73,200,000	47,840,000	53%	62,704,000	17%
HONDURAS	43,100,000	68,780,000	-37%	73,628,000	-41%
COSTA RICA	25,510,000	17,540,000	45%	15,876,000	61%
NORTH CAROLINA	16,960,000	4,440,000	282%	3,984,000	326%
MISSOURI	10,640,000	15,460,000	-31%	8,172,000	30%
INDIANA	3,800,000	1,160,000	228%	2,640,000	44%
DOM. REP.	2,280,000	1,690,000	35%	532,000	329%
PANAMA	1,520,000	6,680,000	-77%	3,612,000	-58%
BRAZIL	640,000	1,140,000	-44%	850,000	-25%
MICHIGAN	40,000	0	NA	0	NA
ALABAMA	0	0	NA	7,436,000	-100%
MISSISSIPPI	0	0	NA	2,792,000	-100%
DELAWARE	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
CANADA	0	0	NA	0	NA
Total	3,448,370,000	3,513,650,000	-1.9%	3,426,386,000	0.6%

Seedless FOB Pricing

- National Seedless FOB remains above average, but...
- ... data shows a good deal of separation between lower east coast markets and those in Texas & out west

Seedless FOB	2024	2023	2019—23
Last 7 Days	\$0.221	\$0.272	\$0.205
Last 30 Days	\$0.219	\$0.295	\$0.205
Year to Date	\$0.278	\$0.313	\$0.239

