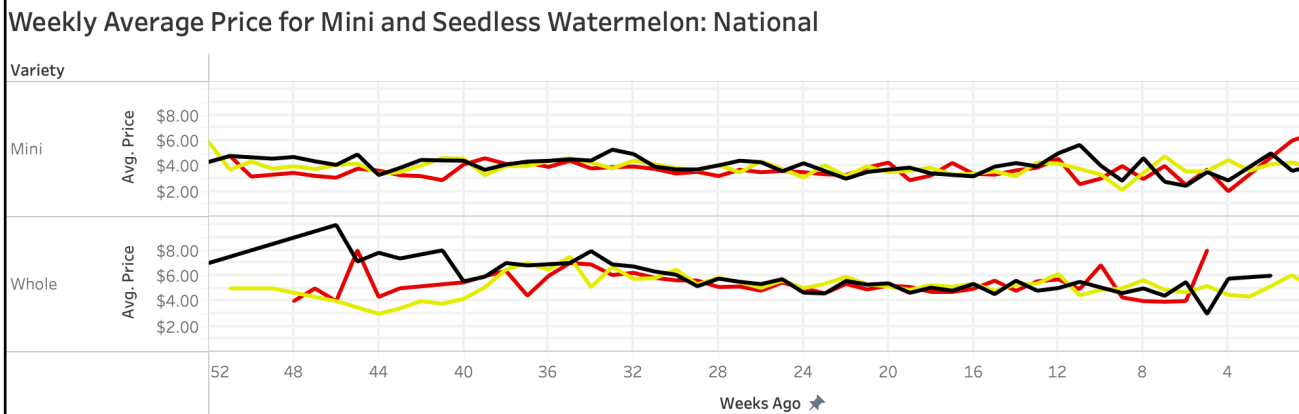
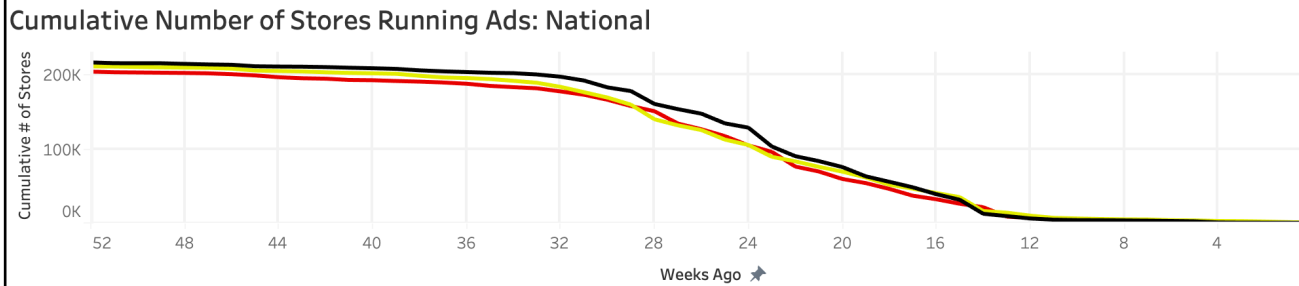
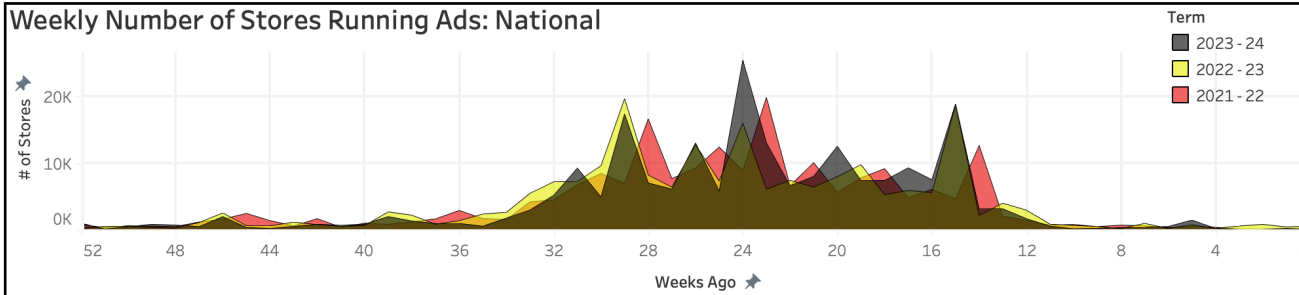


Retail Ad Report

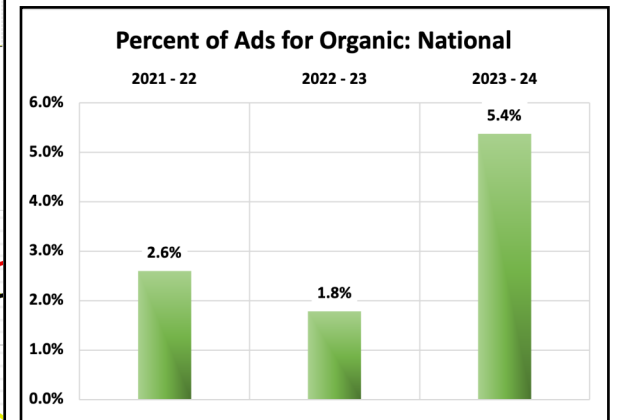
Compiled by the National Watermelon Promotion Board



Data current through December 13, 2024



Price per Each	2021 - 22	2022 - 23	2023 - 24
# of Stores	204,331	211,351	216,717
Seedless	\$ 5.34	\$ 5.22	\$ 5.86
Mini	\$ 3.70	\$ 3.88	\$ 4.03
Organic Seedless	\$ 7.44	\$ 8.10	\$ 9.10
Organic Mini	\$ 5.17	\$ 5.20	\$ 5.00



[Specialty Crops Market News](#) surveys more than 500 retailers, comprising over 29,000 individual stores, with online weekly advertised features. Information represents advertised prices for watermelon at major retail supermarket outlets. Each term looks backward over the preceding 52-week period with page one focusing on national figures. The map on page two allows for easy comparisons, while subsequent pages detail each region.

For questions or expanded information reach out to: Mark Arney | Phone: (407) 657-0261, Ext. 206 | Email: marney@watermelon.org

Summary of Past Five Weeks

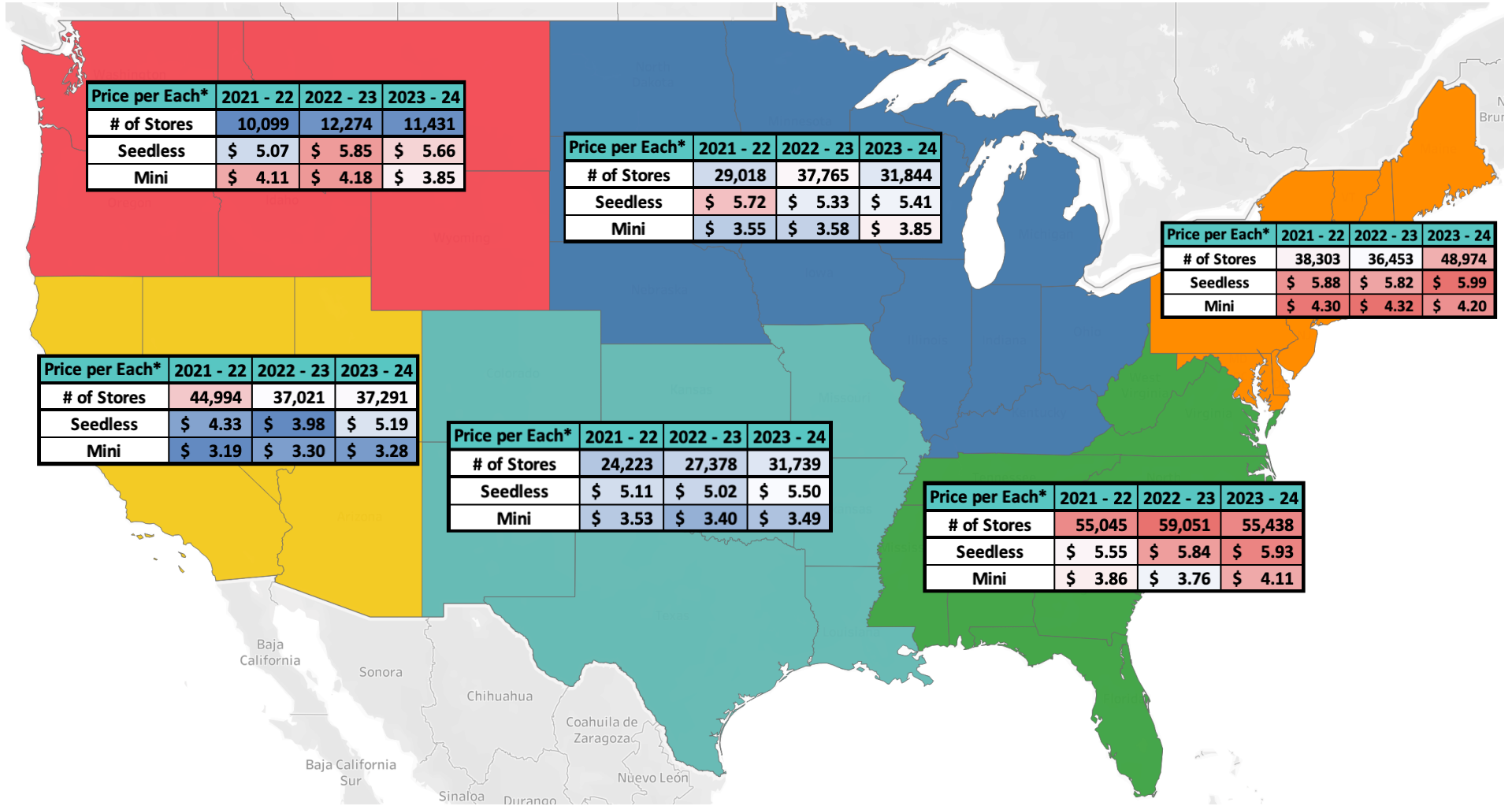
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2021-22	174	NA	\$ 5.99	374	NA	\$ 6.77	22	NA	NA	-	NA	NA	86	NA	NA	165	NA	\$1.75	825	NA	\$4.85
2022-23	206	\$ 2.99	\$ 2.80	902	\$ 6.99	\$ 4.71	30	\$ 6.99	\$ 2.99	382	\$ 4.46	\$ 2.74	572	\$ 6.04	\$ 3.66	576	NA	\$2.97	2,668	\$ 4.99	\$4.08
2023-24	104	\$ 6.99	\$ 3.99	227	NA	\$ 3.50	16	NA	\$ 3.98	135	\$ 5.74	\$ 3.99	53	NA	\$ 3.88	143	NA	\$2.83	678	\$ 5.88	\$3.86

Although included in # of Stores, organic prices omitted from average. Sum of number of stores may not equal National due to exclusion of Hawai'i and Alaska.

National Weekly Average Dollar per Each, Past Three Weeks & Next Three to Come



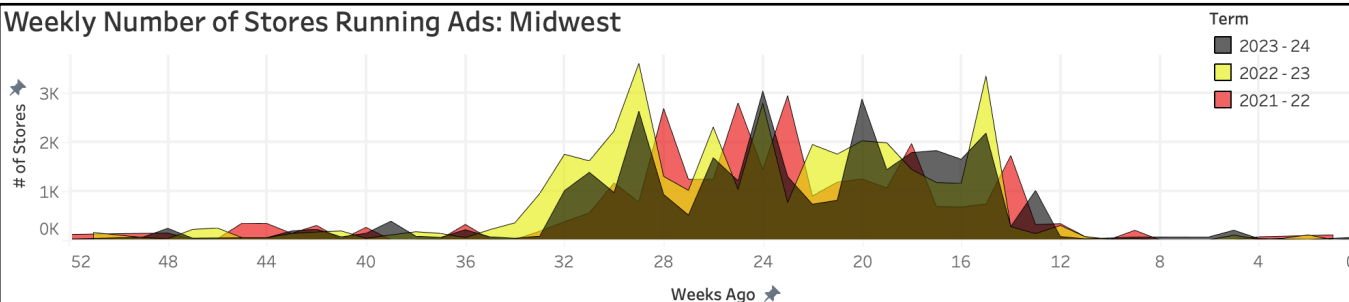
Regional Map



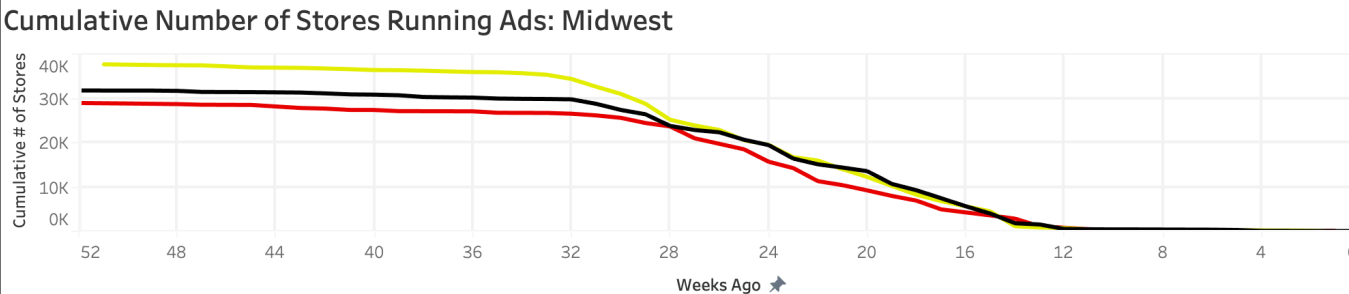
* Although included in # of Stores, organic prices omitted from average.

Midwest

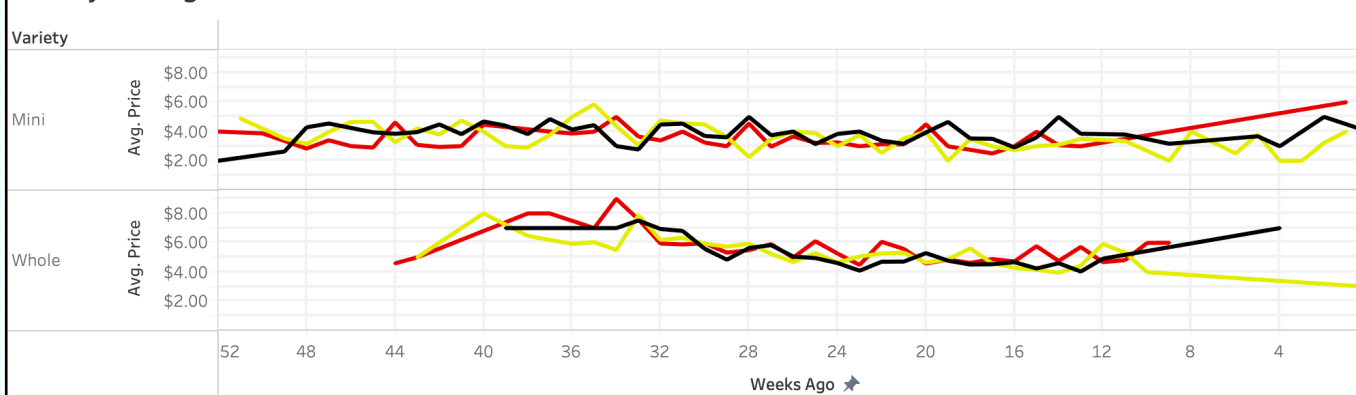
Weekly Number of Stores Running Ads: Midwest



Cumulative Number of Stores Running Ads: Midwest

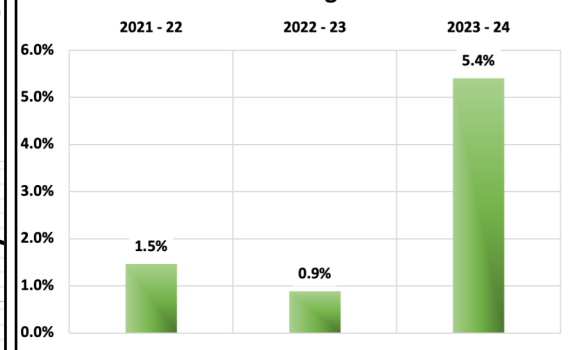


Weekly Average Price for Mini and Seedless Watermelon: Midwest



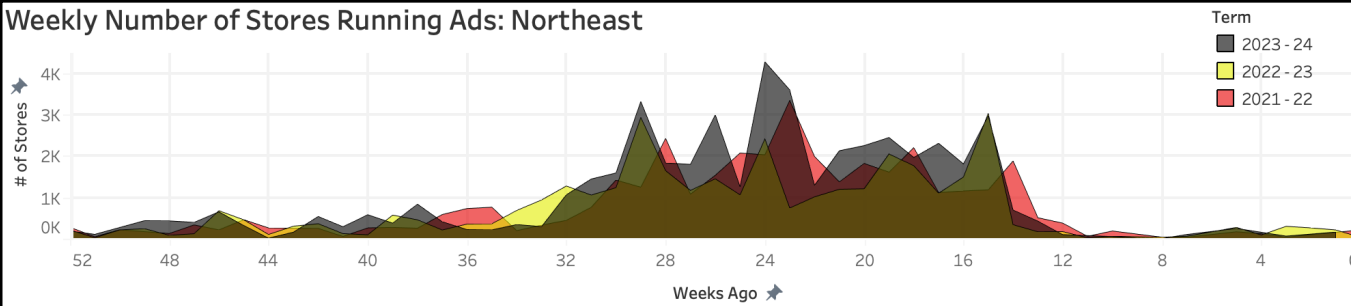
Price per Each	2021 - 22	2022 - 23	2023 - 24
# of Stores	29,018	37,765	31,844
Seedless	\$ 5.72	\$ 5.33	\$ 5.41
Mini	\$ 3.55	\$ 3.58	\$ 3.85
Organic Seedless	\$ 7.99	NA	\$ 5.99
Organic Mini	\$ 4.97	\$ 4.78	\$ 4.96

Percent of Ads for Organic: Midwest

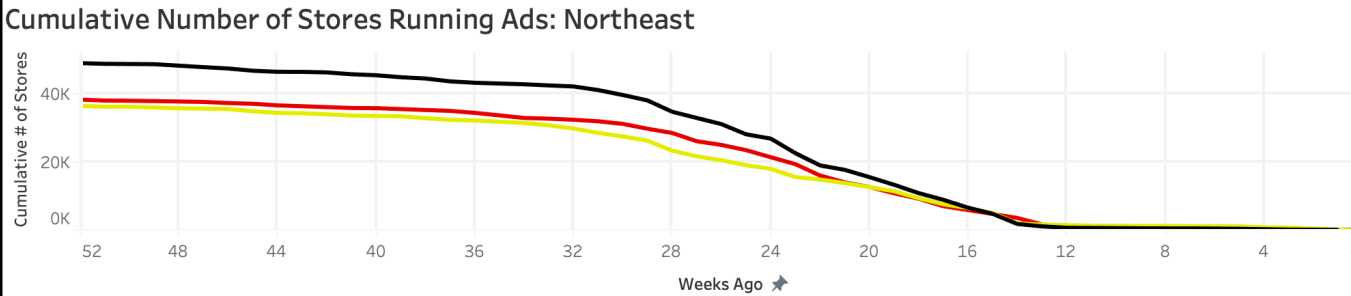


Northeast

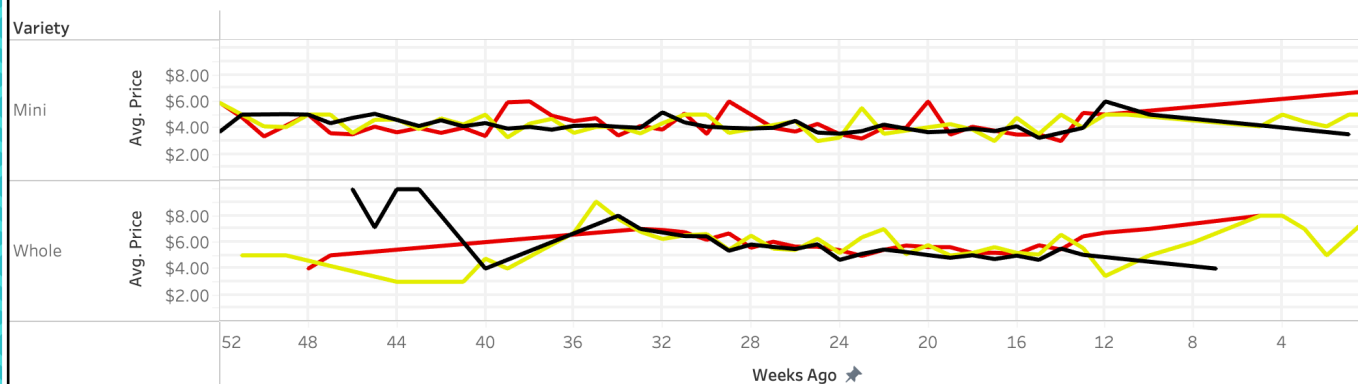
Weekly Number of Stores Running Ads: Northeast



Cumulative Number of Stores Running Ads: Northeast

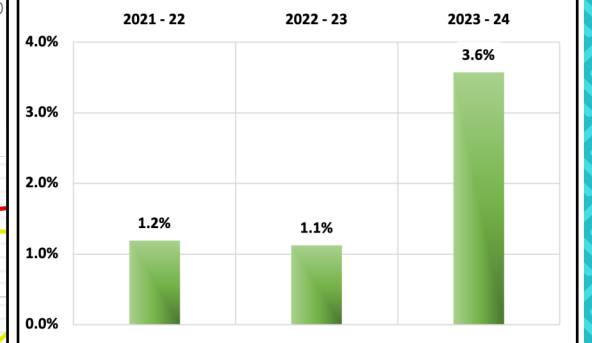


Weekly Average Price for Mini and Seedless Watermelon: Northeast



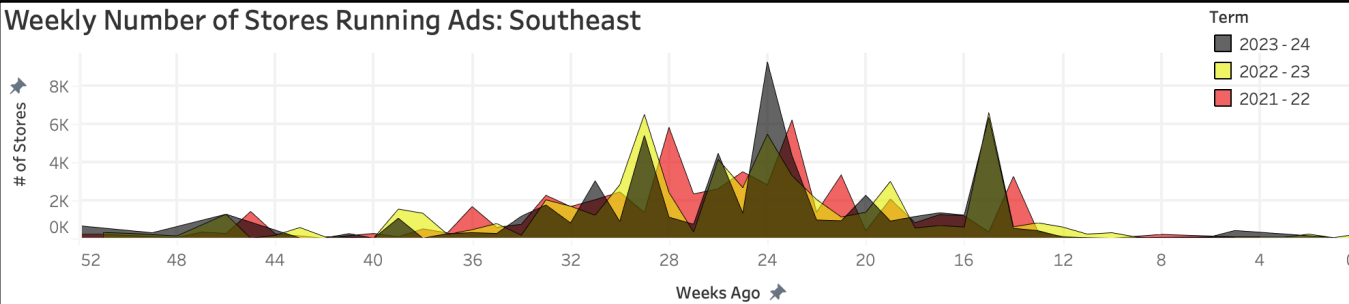
Price per Each	2021 - 22	2022 - 23	2023 - 24
# of Stores	38,303	36,453	48,974
Seedless	\$ 5.88	\$ 5.82	\$ 5.99
Mini	\$ 4.30	\$ 4.32	\$ 4.20
Organic Seedless	\$ 8.99	\$ 8.70	\$ 9.56
Organic Mini	\$ 6.13	\$ 5.56	\$ 5.30

Percent of Ads for Organic: Northeast

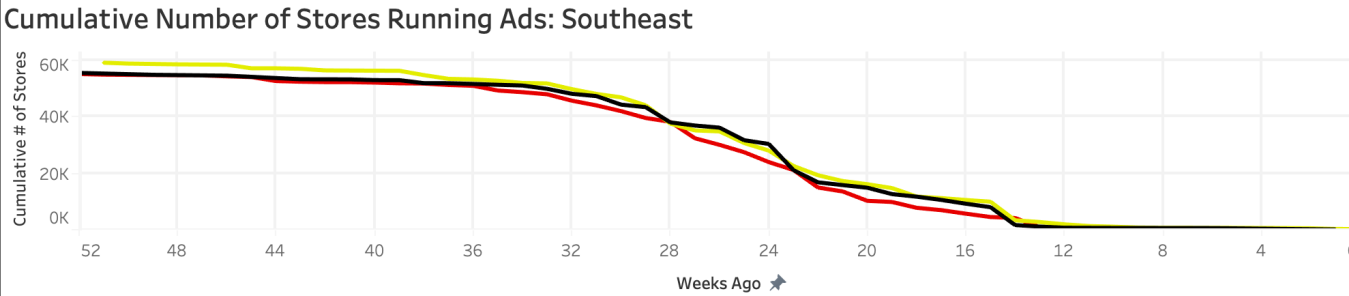


Southeast

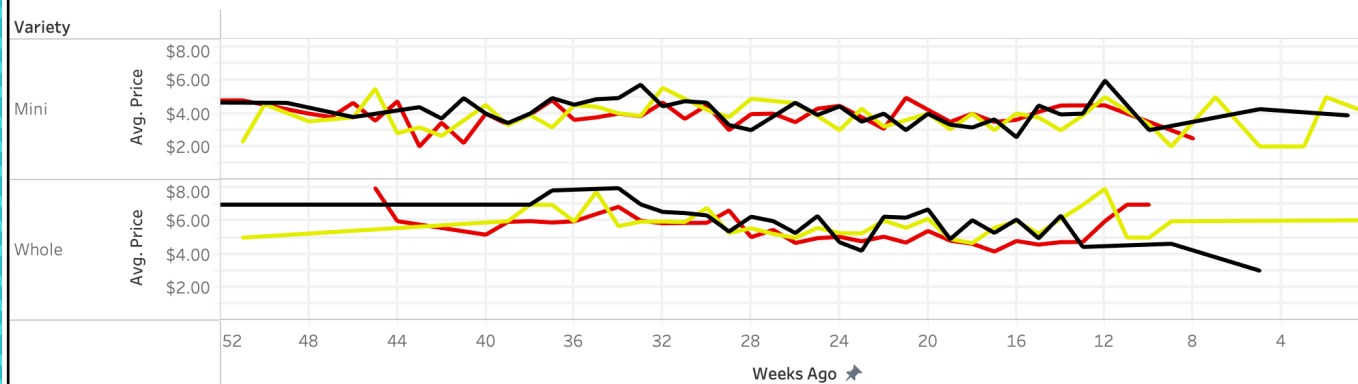
Weekly Number of Stores Running Ads: Southeast



Cumulative Number of Stores Running Ads: Southeast

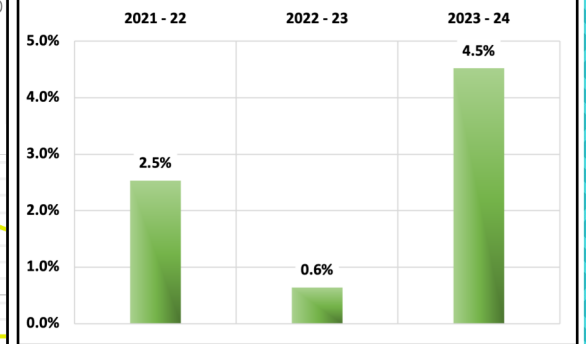


Weekly Average Price for Mini and Seedless Watermelon: Southeast

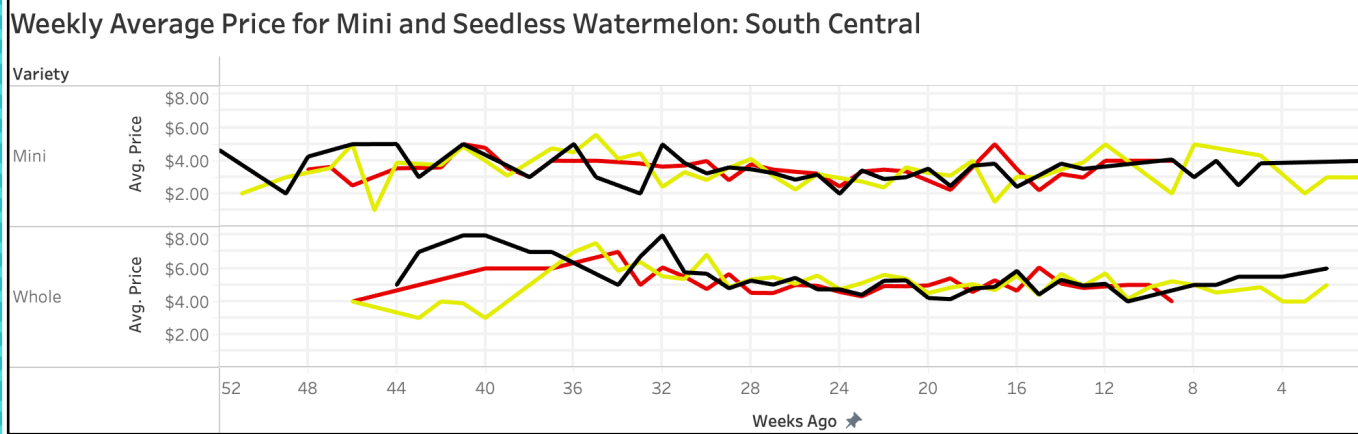
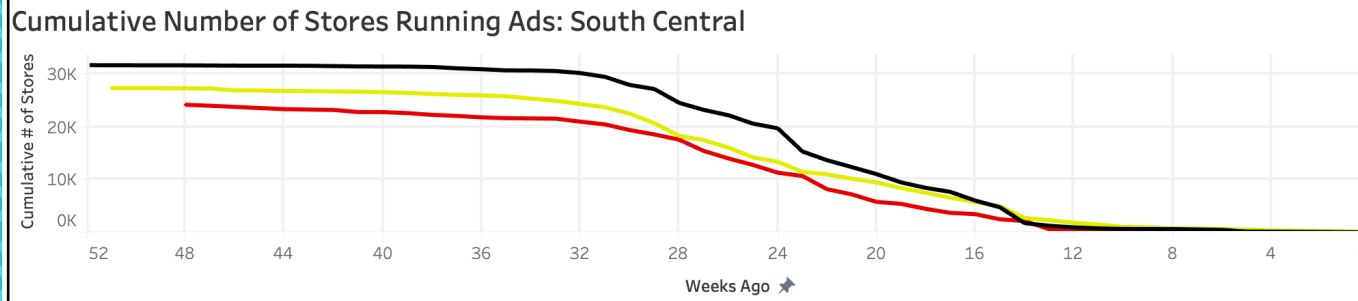
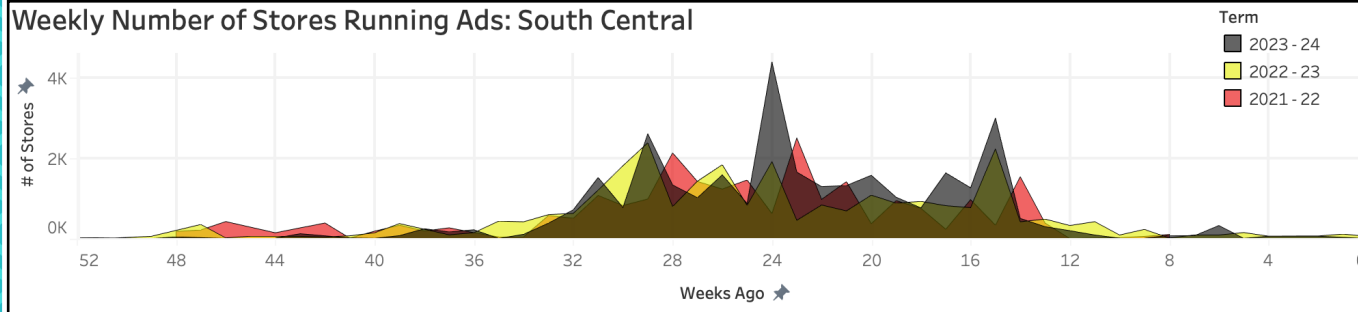


Price per Each	2021 - 22	2022 - 23	2023 - 24
# of Stores	55,045	59,051	55,438
Seedless	\$ 5.55	\$ 5.84	\$ 5.93
Mini	\$ 3.86	\$ 3.76	\$ 4.11
Organic Seedless	\$ 4.74	NA	NA
Organic Mini	\$ 4.79	\$ 4.58	\$ 4.91

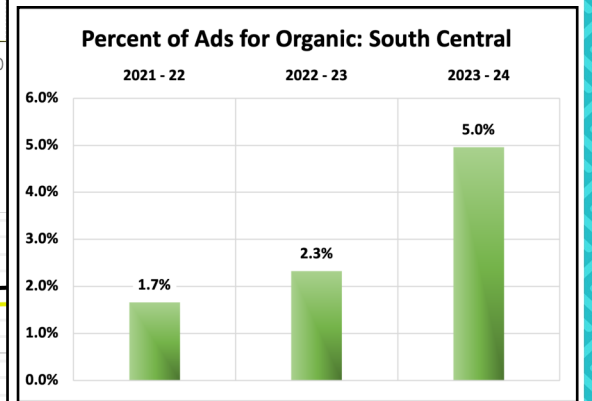
Percent of Ads for Organic: Southeast



South Central

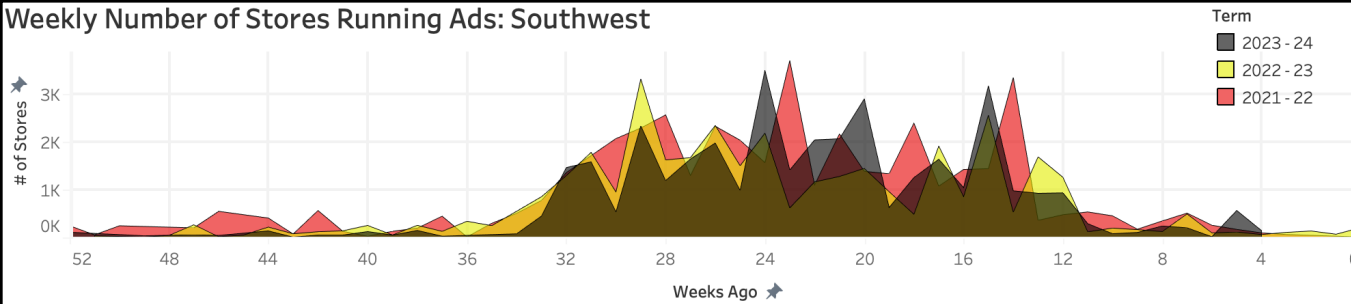


Price per Each	2021 - 22	2022 - 23	2023 - 24
# of Stores	24,223	27,378	31,739
Seedless	\$ 5.11	\$ 5.02	\$ 5.50
Mini	\$ 3.53	\$ 3.40	\$ 3.49
Organic Seedless	NA	NA	\$ 6.49
Organic Mini	\$ 4.66	\$ 5.23	\$ 5.09

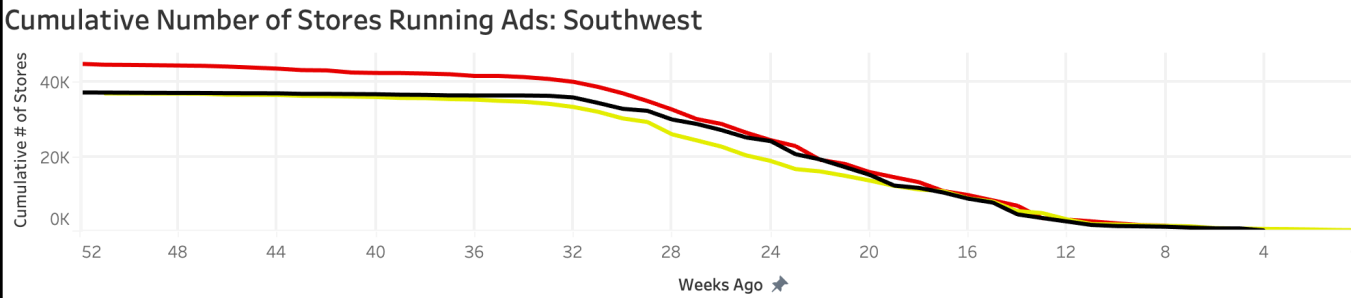


Southwest

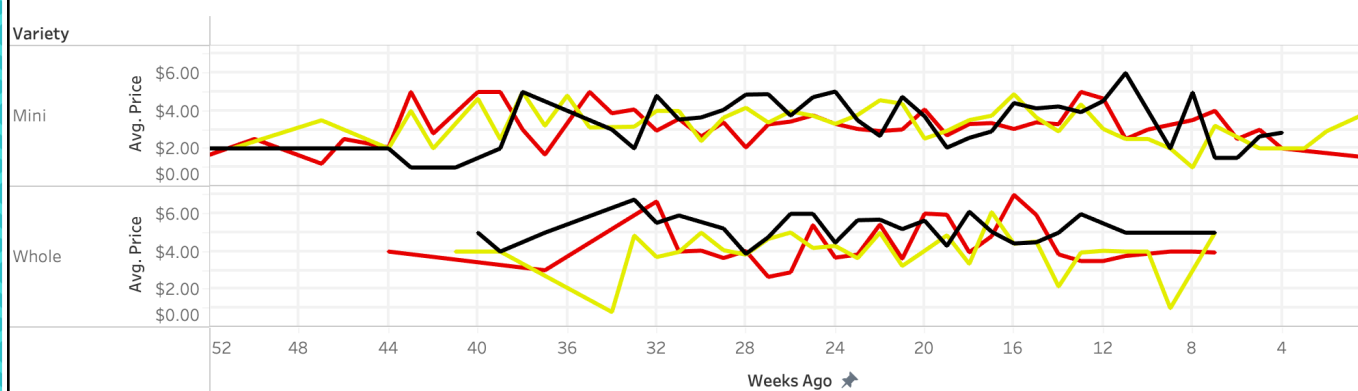
Weekly Number of Stores Running Ads: Southwest



Cumulative Number of Stores Running Ads: Southwest

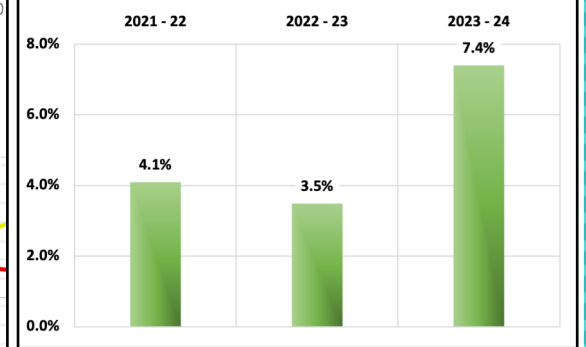


Weekly Average Price for Mini and Seedless Watermelon: Southwest

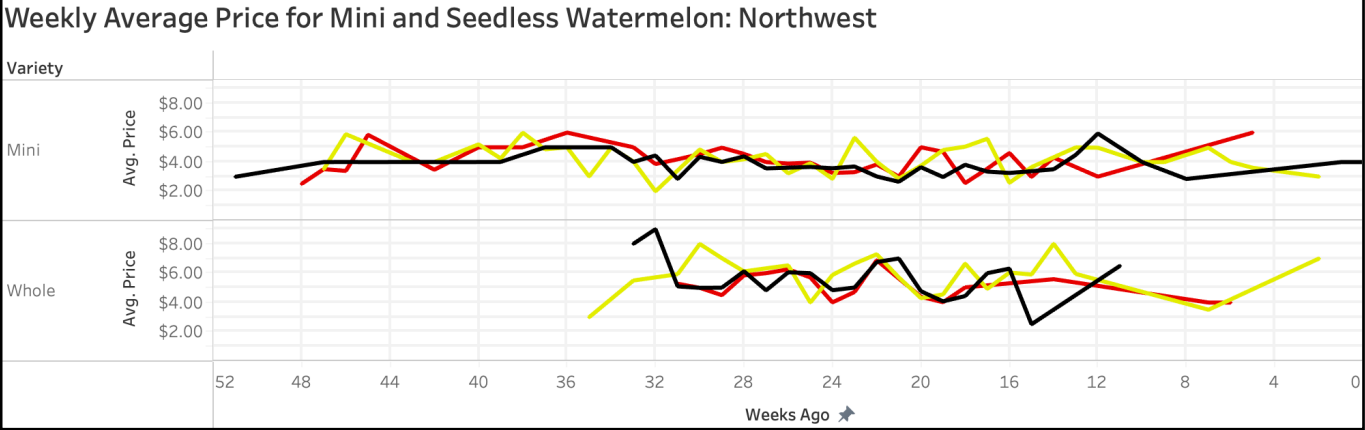
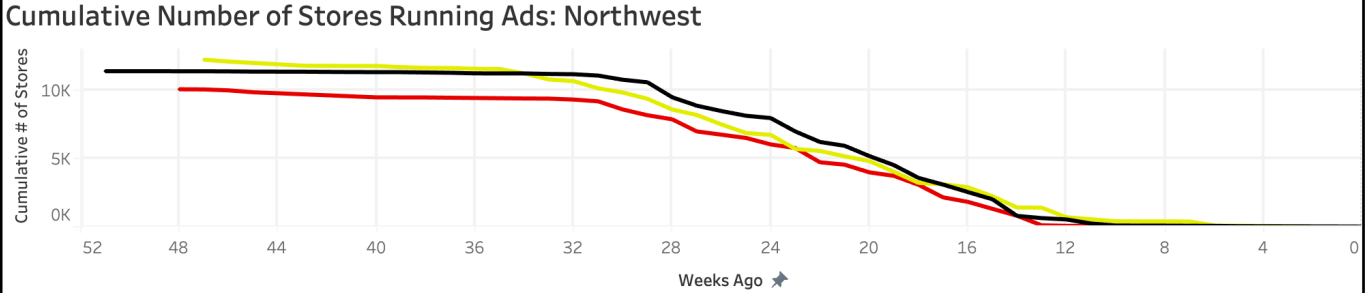
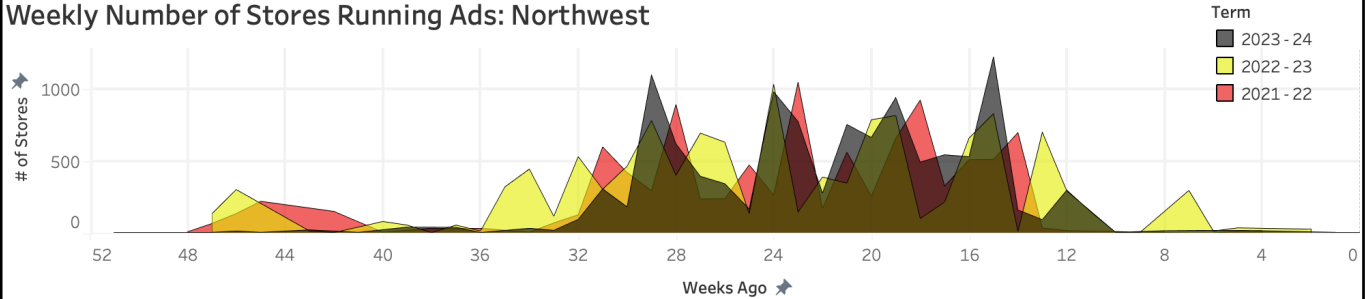


Price per Each	2021 - 22	2022 - 23	2023 - 24
# of Stores	44,994	37,021	37,291
Seedless	\$ 4.33	\$ 3.98	\$ 5.19
Mini	\$ 3.19	\$ 3.30	\$ 3.28
Organic Seedless	\$ 6.99	\$ 5.99	\$ 7.19
Organic Mini	\$ 4.78	\$ 5.08	\$ 5.25

Percent of Ads for Organic: Southwest



Northwest



Price per Each	2021 - 22	2022 - 23	2023 - 24
# of Stores	10,099	12,274	11,431
Seedless	\$ 5.07	\$ 5.85	\$ 5.66
Mini	\$ 4.11	\$ 4.18	\$ 3.85
Organic Seedless	\$ 5.99	\$ 5.98	\$ 9.03
Organic Mini	\$ 5.23	\$ 5.52	\$ 5.33

