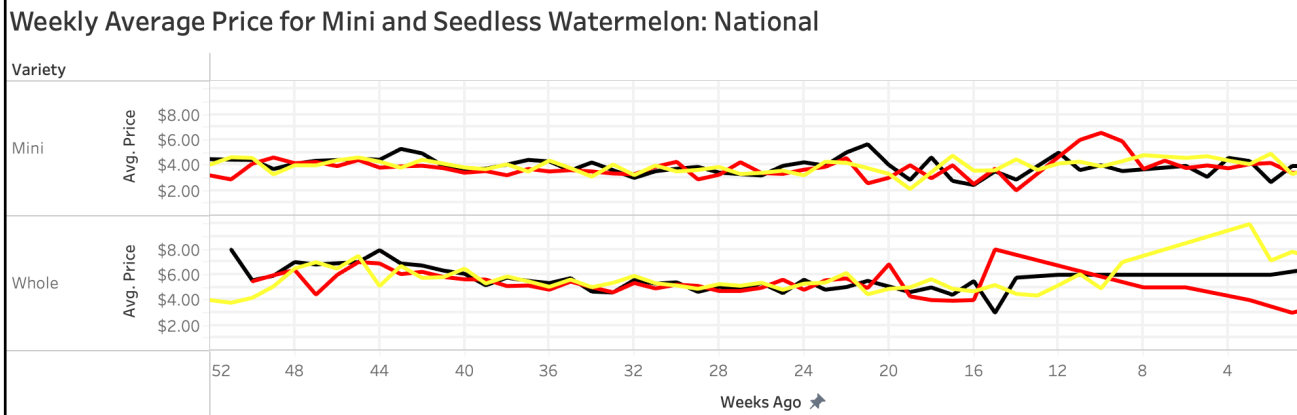
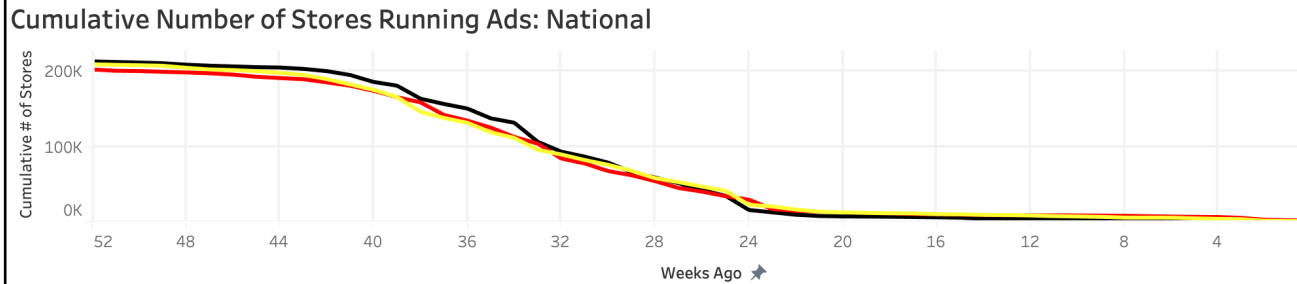
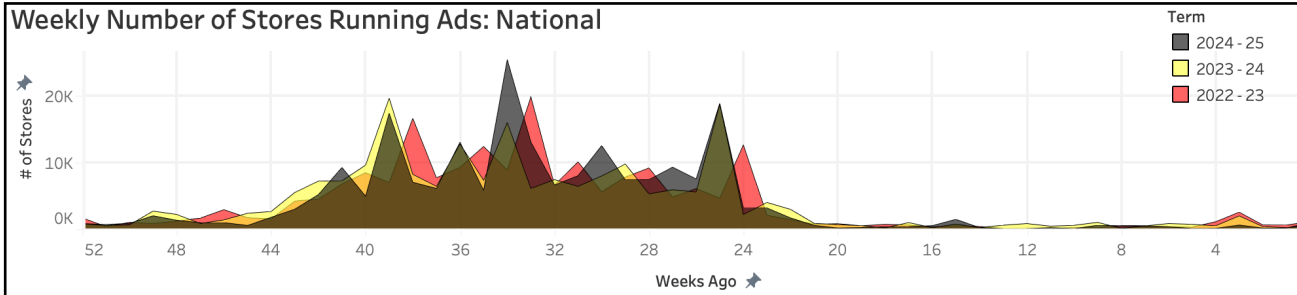


Retail Ad Report

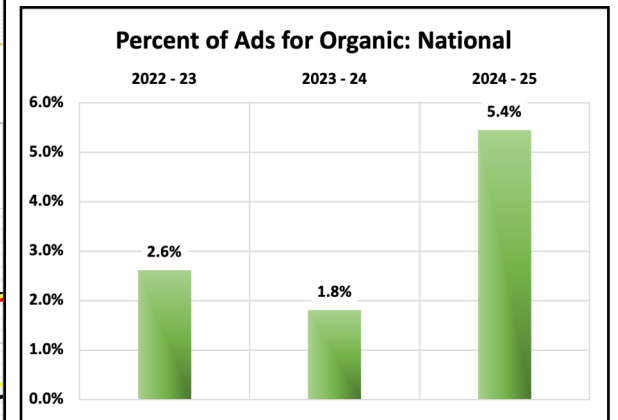
Compiled by the National Watermelon Promotion Board



Data current through February 14, 2025



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	202,714	209,683	213,495
Seedless	\$ 5.23	\$ 5.61	\$ 5.62
Mini	\$ 3.78	\$ 3.93	\$ 3.94
Organic Seedless	\$ 7.44	\$ 8.10	\$ 9.10
Organic Mini	\$ 5.17	\$ 5.26	\$ 4.97



[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.

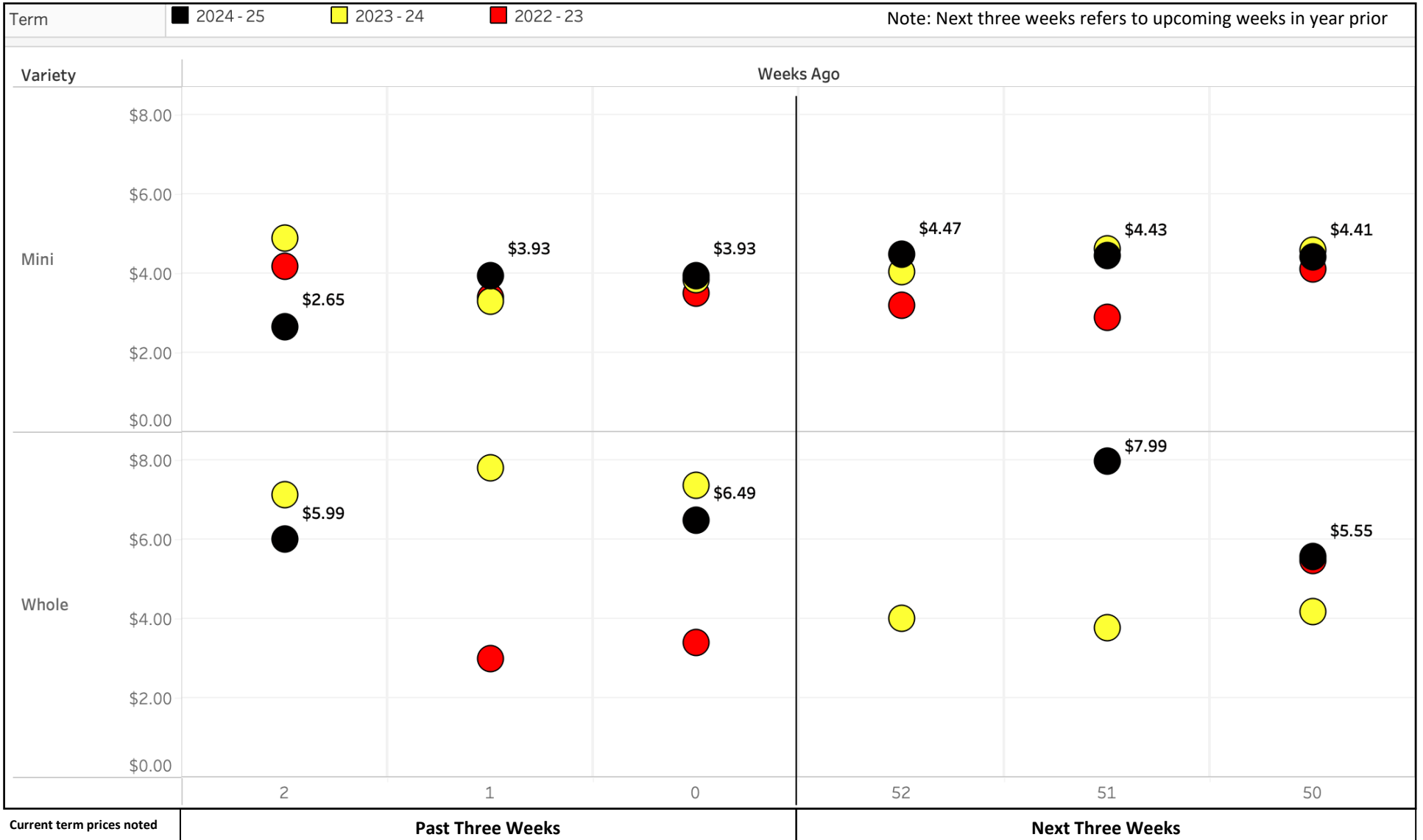
For questions or expanded information reach out to: Mark Arney | Phone: (407) 657-0261, Ext. 206 | Email: marney@watermelon.org

Summary of Past Five Weeks

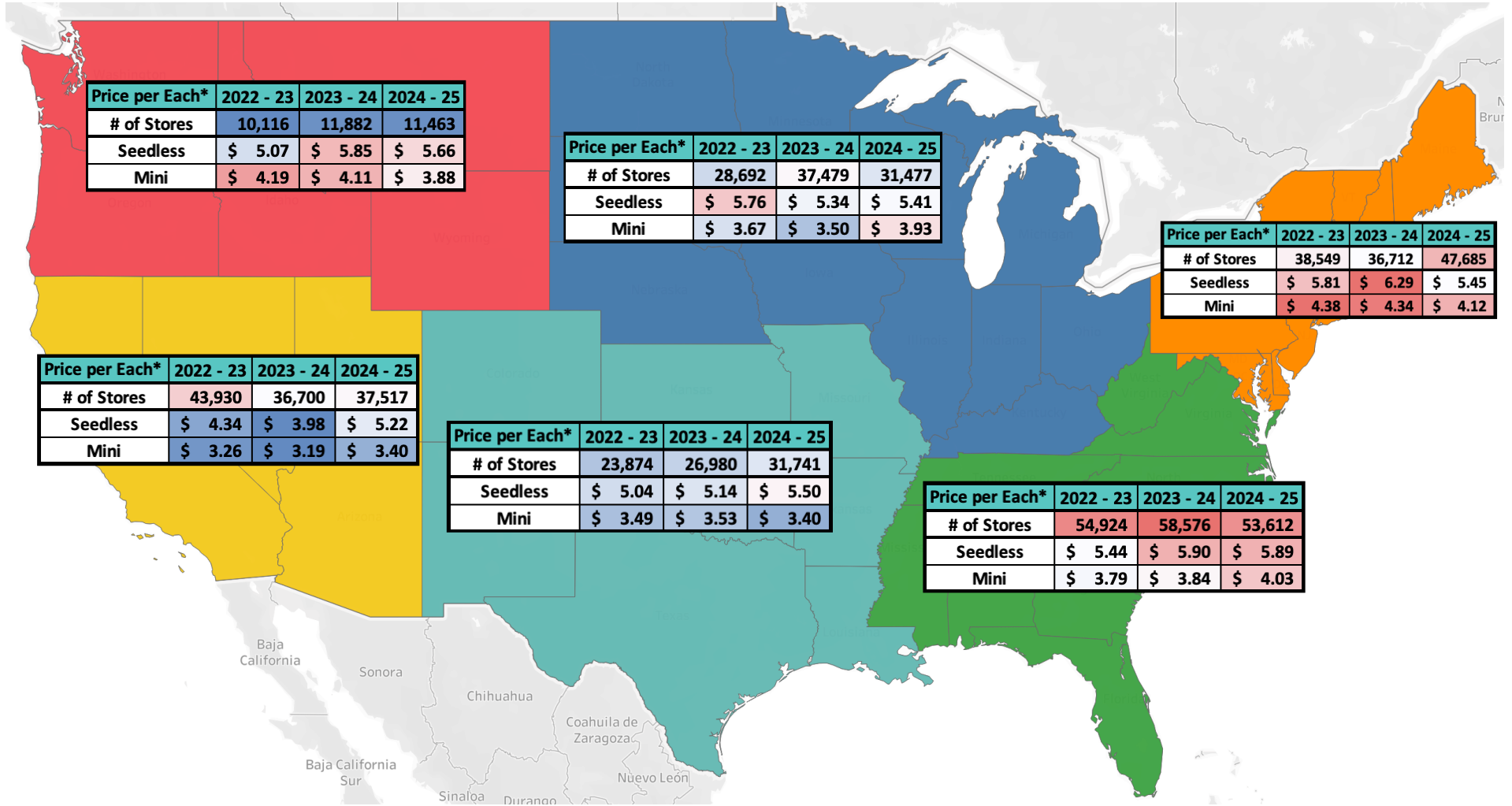
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2022-23	700	\$ 5.00	\$ 4.15	1665	\$ 2.99	\$ 4.34	458	NA	\$ 4.46	568	\$ 3.49	\$ 3.35	2020	NA	\$ 3.80	623	NA	\$ 2.16	6056	\$ 3.46	\$ 3.78
2023-24	326	NA	\$ 4.07	1541	\$ 9.27	\$ 4.57	58	NA	\$ 3.99	150	\$ 5.99	\$ 4.33	1293	NA	\$ 4.08	242	NA	\$ 2.50	3610	\$ 8.06	\$ 4.09
2024-25	247	NA	\$ 4.46	659	NA	\$ 4.60	74	NA	\$ 3.89	233	\$ 6.49	\$ 3.99	262	NA	\$ 4.34	577	\$ 5.99	\$ 2.24	2052	\$ 6.24	\$ 3.88

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



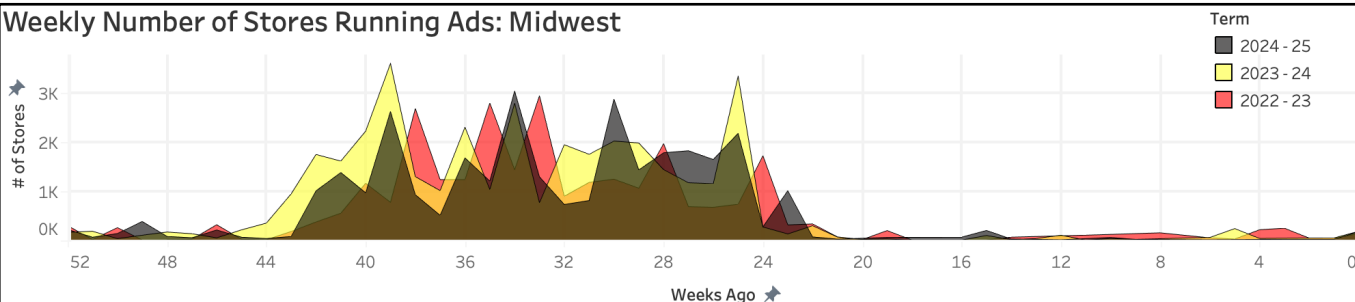
Regional Map



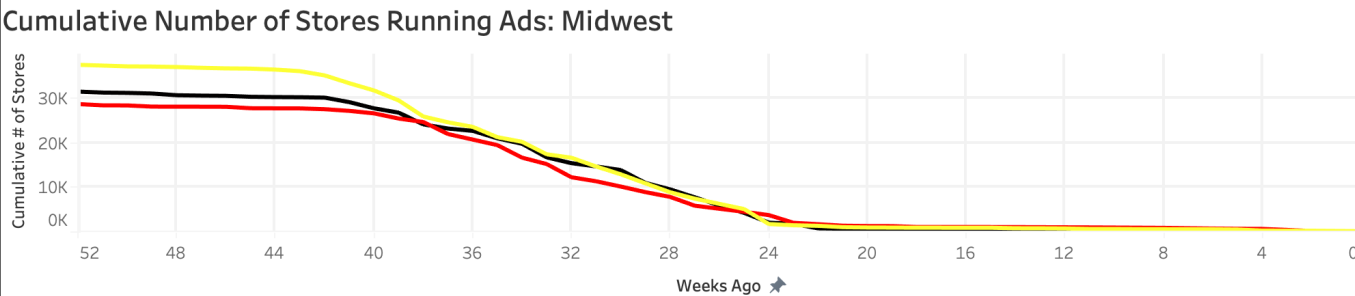
* Although included in # of Stores, organic prices omitted from average.

Midwest

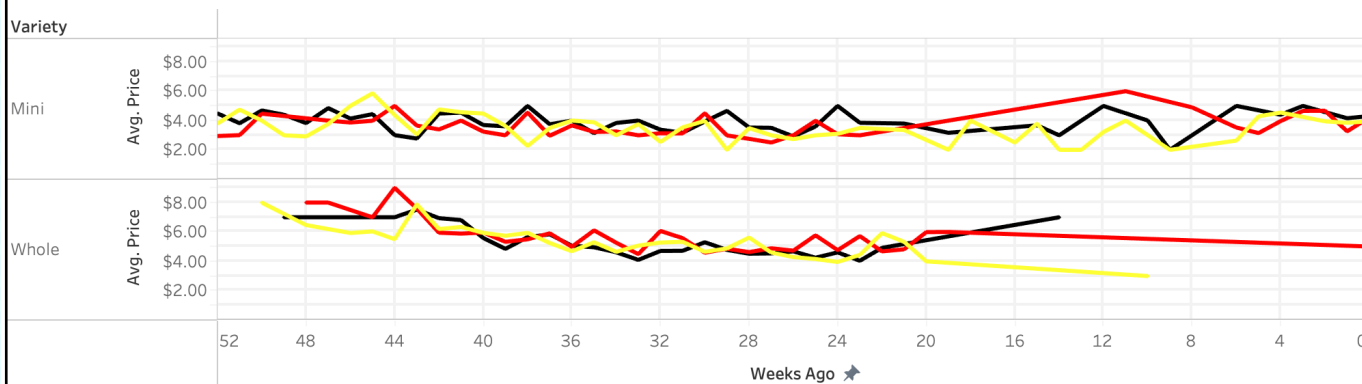
Weekly Number of Stores Running Ads: Midwest



Cumulative Number of Stores Running Ads: Midwest

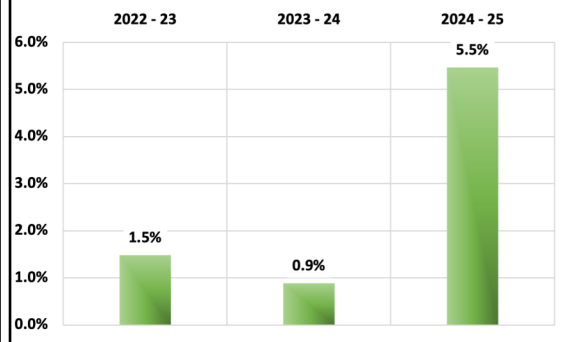


Weekly Average Price for Mini and Seedless Watermelon: Midwest



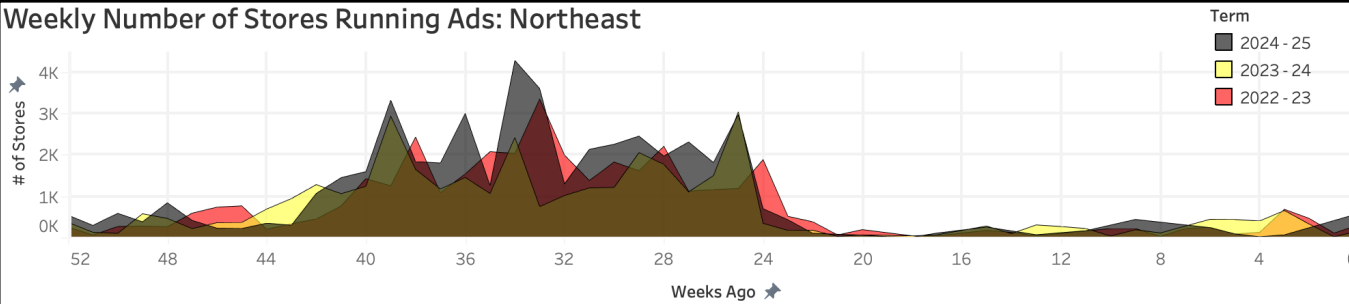
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	28,692	37,479	31,477
Seedless	\$ 5.76	\$ 5.34	\$ 5.41
Mini	\$ 3.67	\$ 3.50	\$ 3.93
Organic Seedless	\$ 7.99	NA	\$ 5.99
Organic Mini	\$ 4.97	\$ 4.78	\$ 4.96

Percent of Ads for Organic: Midwest

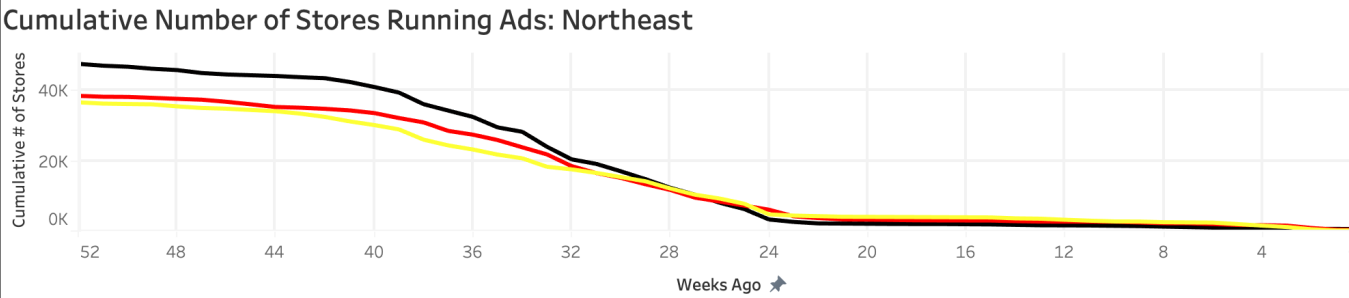


Northeast

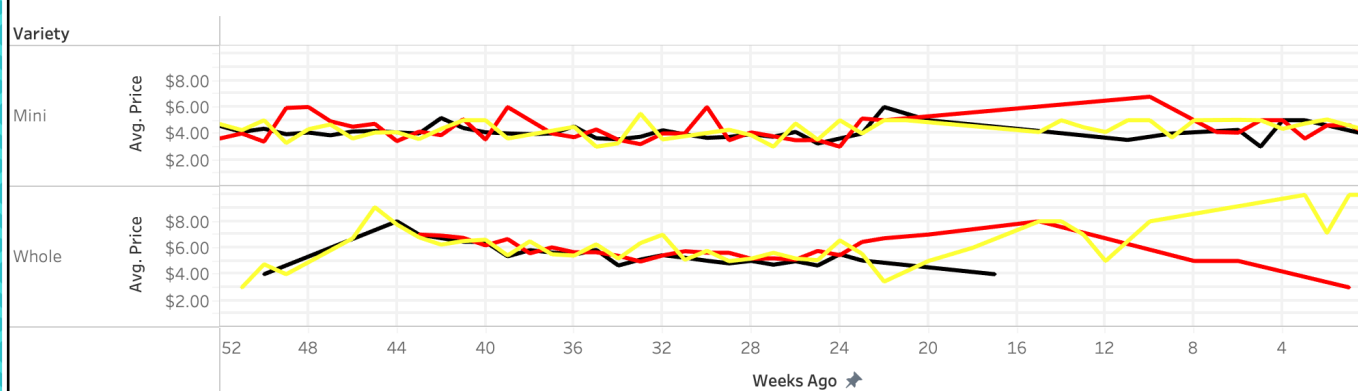
Weekly Number of Stores Running Ads: Northeast



Cumulative Number of Stores Running Ads: Northeast

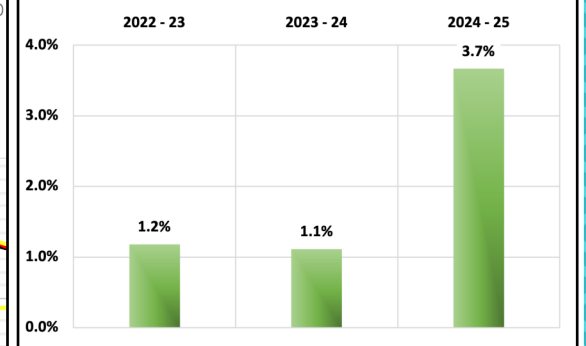


Weekly Average Price for Mini and Seedless Watermelon: Northeast



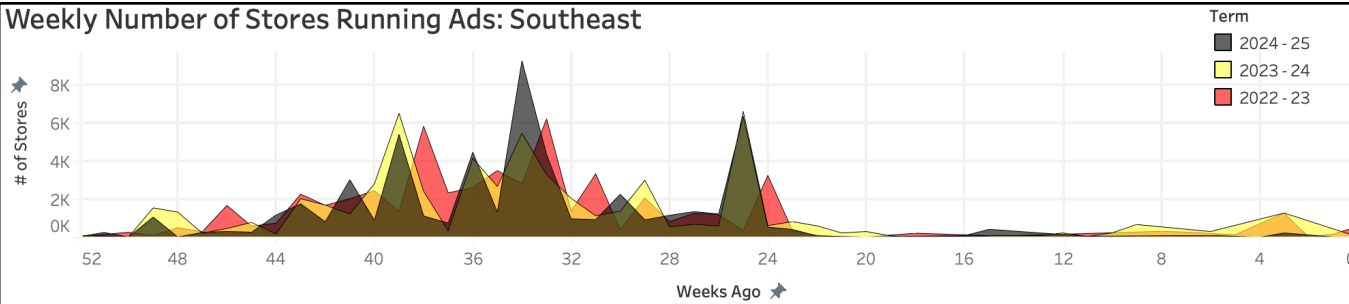
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	38,549	36,712	47,685
Seedless	\$ 5.81	\$ 6.29	\$ 5.45
Mini	\$ 4.38	\$ 4.34	\$ 4.12
Organic Seedless	\$ 8.99	\$ 8.70	\$ 9.56
Organic Mini	\$ 6.13	\$ 5.56	\$ 5.30

Percent of Ads for Organic: Northeast

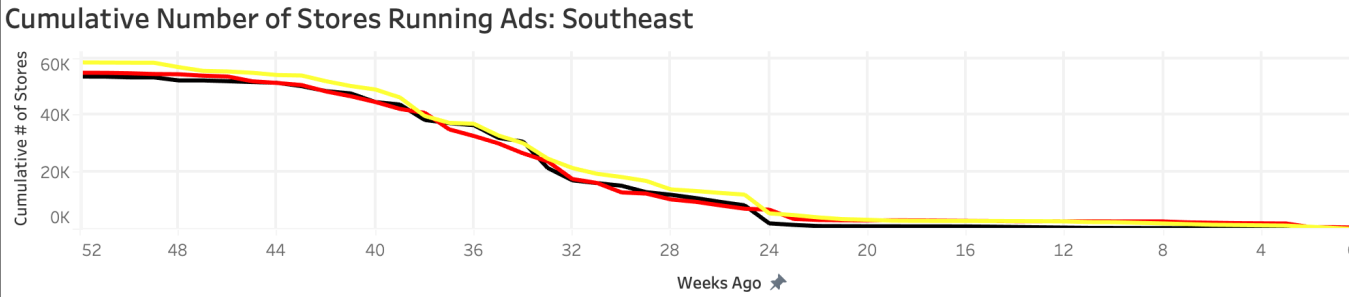


Southeast

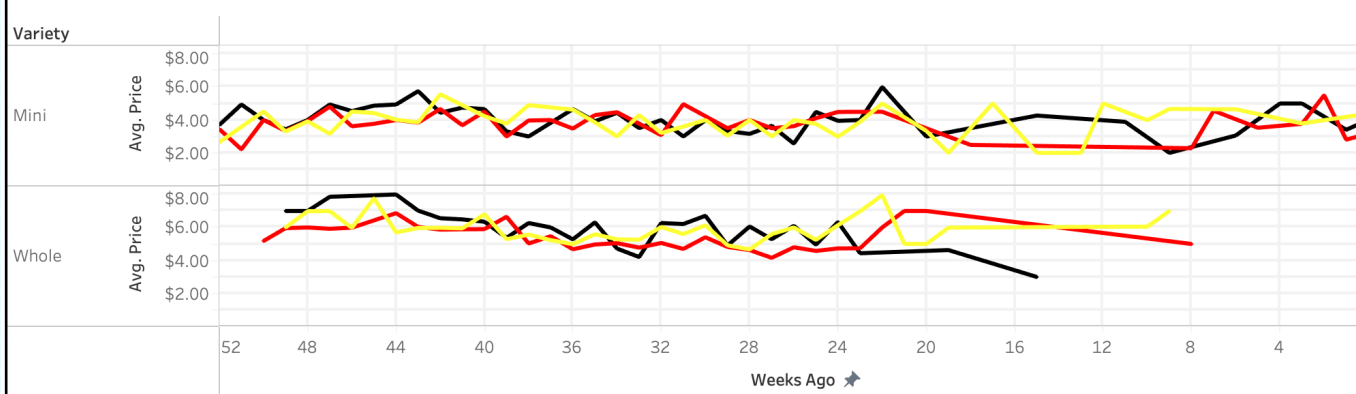
Weekly Number of Stores Running Ads: Southeast



Cumulative Number of Stores Running Ads: Southeast

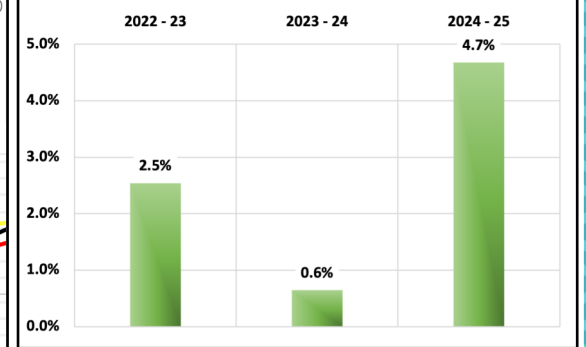


Weekly Average Price for Mini and Seedless Watermelon: Southeast



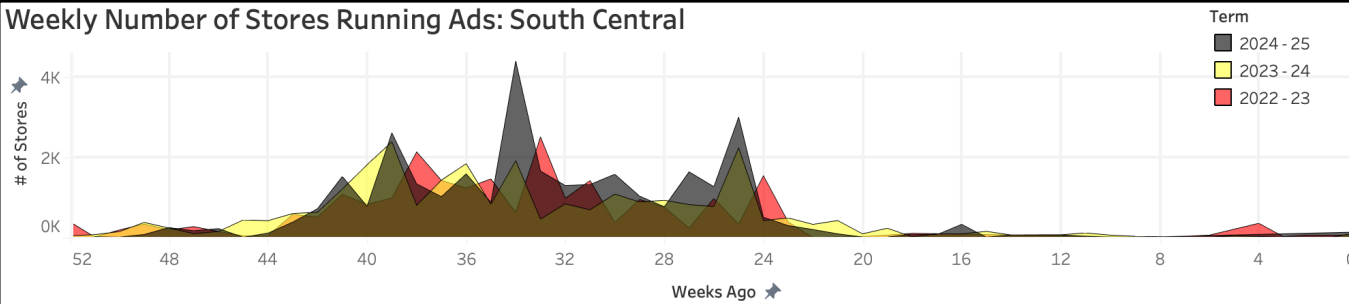
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	54,924	58,576	53,612
Seedless	\$ 5.44	\$ 5.90	\$ 5.89
Mini	\$ 3.79	\$ 3.84	\$ 4.03
Organic Seedless	\$ 4.74	NA	NA
Organic Mini	\$ 4.79	\$ 4.58	\$ 4.91

Percent of Ads for Organic: Southeast

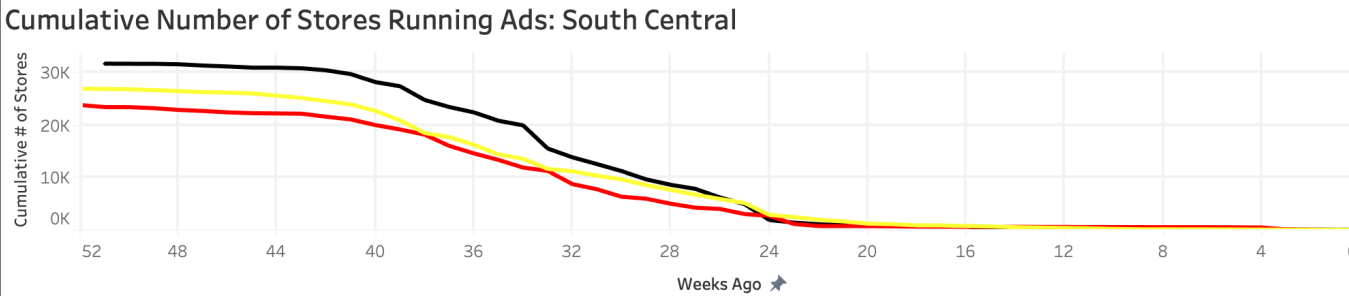


South Central

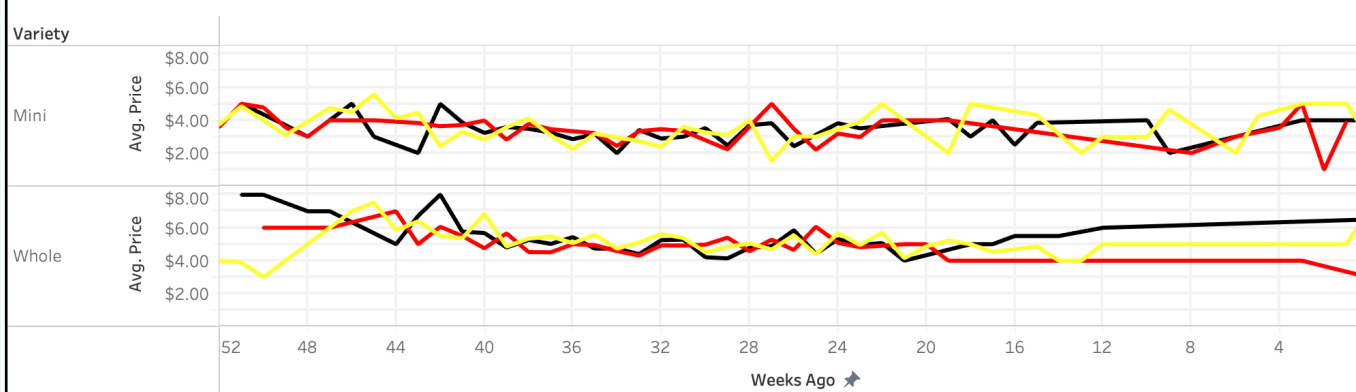
Weekly Number of Stores Running Ads: South Central



Cumulative Number of Stores Running Ads: South Central

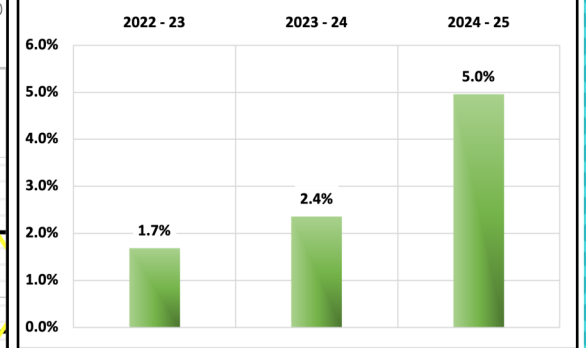


Weekly Average Price for Mini and Seedless Watermelon: South Central



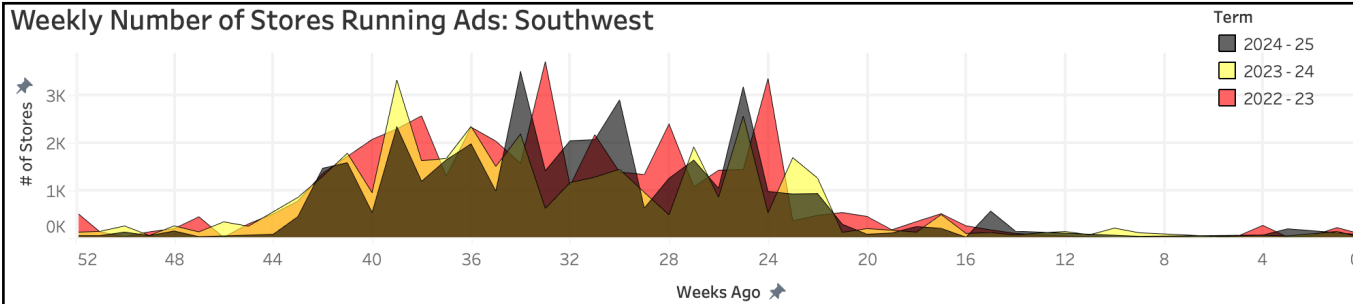
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	23,874	26,980	31,741
Seedless	\$ 5.04	\$ 5.14	\$ 5.50
Mini	\$ 3.49	\$ 3.53	\$ 3.40
Organic Seedless	NA	NA	\$ 6.49
Organic Mini	\$ 4.66	\$ 5.23	\$ 5.09

Percent of Ads for Organic: South Central

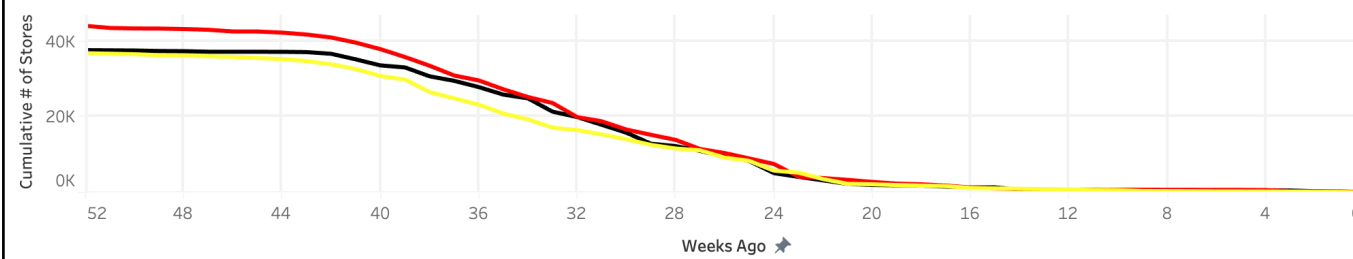


Southwest

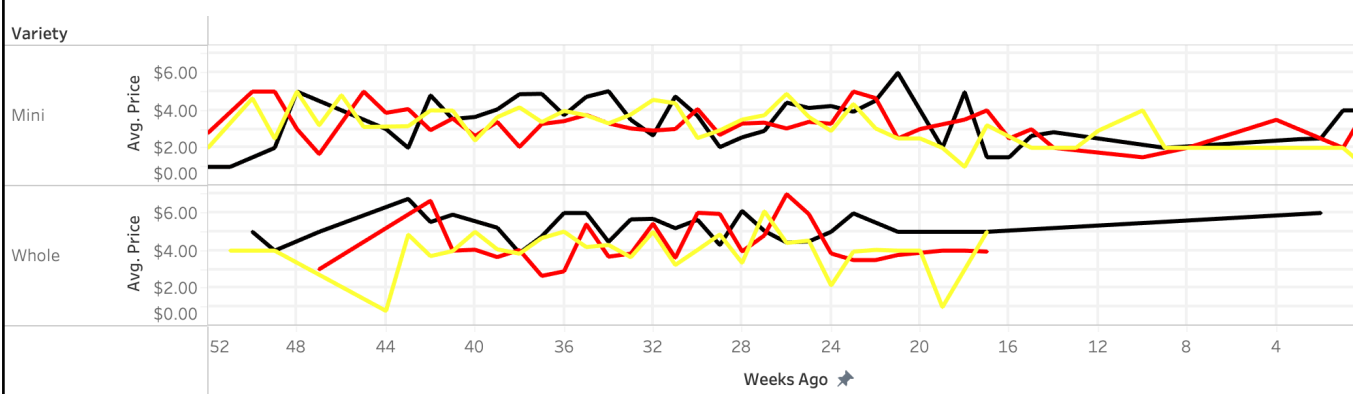
Weekly Number of Stores Running Ads: Southwest



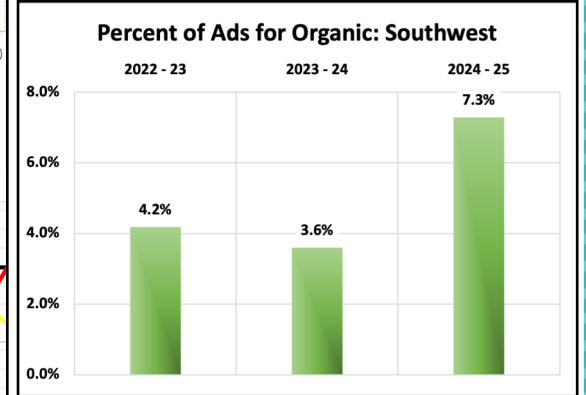
Cumulative Number of Stores Running Ads: Southwest



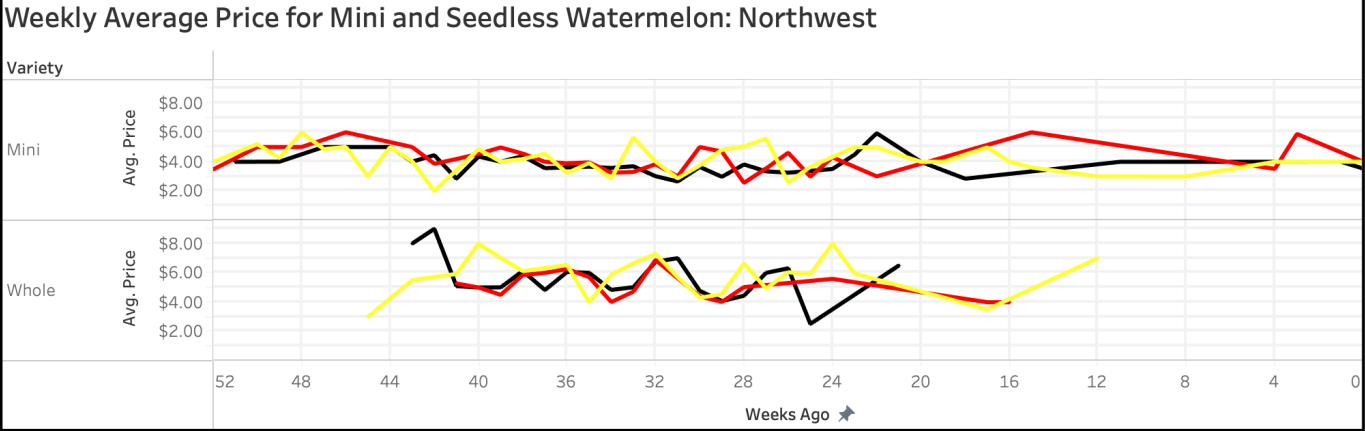
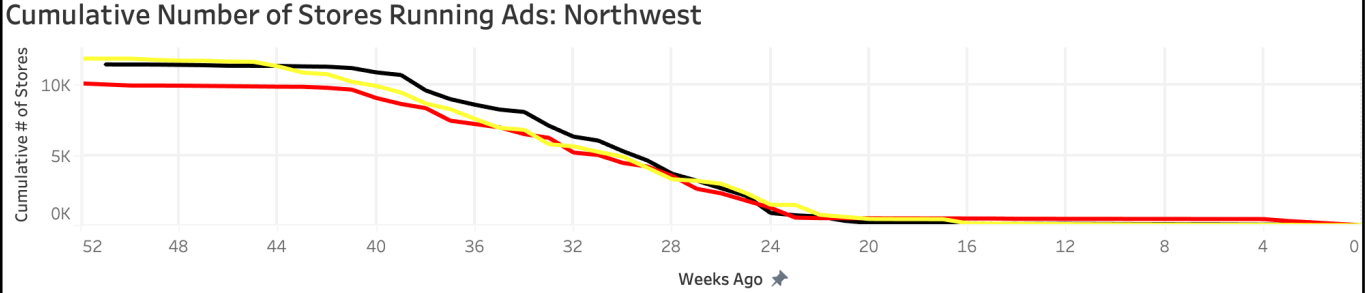
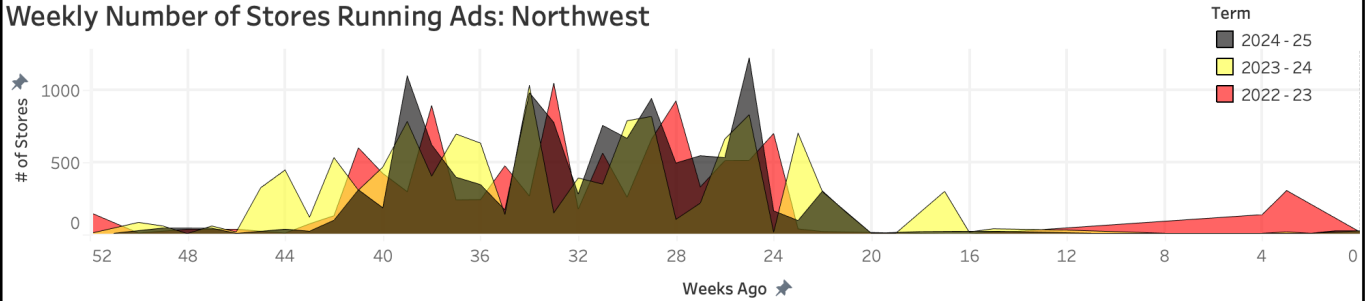
Weekly Average Price for Mini and Seedless Watermelon: Southwest



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	43,930	36,700	37,517
Seedless	\$ 4.34	\$ 3.98	\$ 5.22
Mini	\$ 3.26	\$ 3.19	\$ 3.40
Organic Seedless	\$ 6.99	\$ 5.99	\$ 7.19
Organic Mini	\$ 4.78	\$ 5.22	\$ 5.18



Northwest



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	38,549	36,712	47,685
Seedless	\$ 5.81	\$ 6.29	\$ 5.45
Mini	\$ 4.38	\$ 4.34	\$ 4.12
Organic Seedless	\$ 8.99	\$ 8.70	\$ 9.56
Organic Mini	\$ 6.13	\$ 5.56	\$ 5.30

