



Retail Scan Data

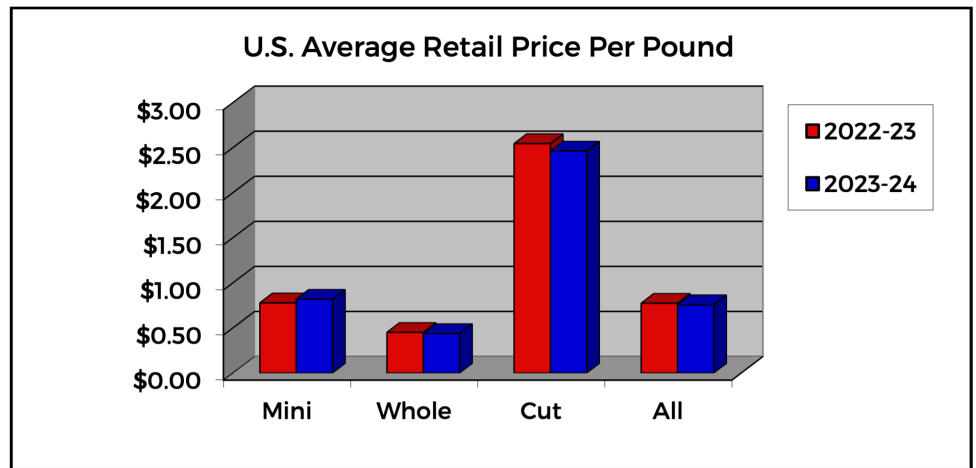
Compiled by the National Watermelon Promotion Board



Data current through
January 26, 2024

Retail Sales in Pounds				
Category	2022-23	2023-24	% Change	2023-24 Sales Share
Mini	331,880,328	321,884,340	-3.0%	9.2%
Whole	2,628,037,057	2,690,873,957	2.4%	76.7%
Cut	478,530,093	494,200,368	3.3%	14.1%
Total	3,438,447,479	3,506,958,665	2.0%	100.0%

Retail Price per Pound		
Category	2022-23	2023-24
Mini	\$0.78	\$0.82
Whole	\$0.45	\$0.44
Cut	\$2.55	\$2.46
All	\$0.77	\$0.76



Regional Price Per Pound			
Region	Whole \$/Lb	Cut \$/Lb	Mini \$/Lb
California 2022-23	\$0.48	\$2.36	\$0.82
California 2023-24	\$0.49	\$2.26	\$0.95
Great Lakes 2022-23	\$0.46	\$3.28	\$0.66
Great Lakes 2023-24	\$0.45	\$3.48	\$0.66
Midsouth 2022-23	\$0.41	\$2.84	\$0.74
Midsouth 2023-24	\$0.41	\$2.90	\$0.73
Northeast 2022-23	\$0.46	\$2.11	\$0.92
Northeast 2023-24	\$0.41	\$2.15	\$0.93
Plains 2022-23	\$0.44	\$2.94	\$0.87
Plains 2023-24	\$0.42	\$2.73	\$0.86
Southcentral 2022-23	\$0.45	\$2.21	\$0.76
Southcentral 2023-24	\$0.44	\$1.90	\$0.79
Southeast 2022-23	\$0.45	\$2.93	\$0.78
Southeast 2023-24	\$0.45	\$2.88	\$0.84
West 2022-23	\$0.47	\$2.34	\$0.73
West 2023-24	\$0.46	\$2.16	\$0.77

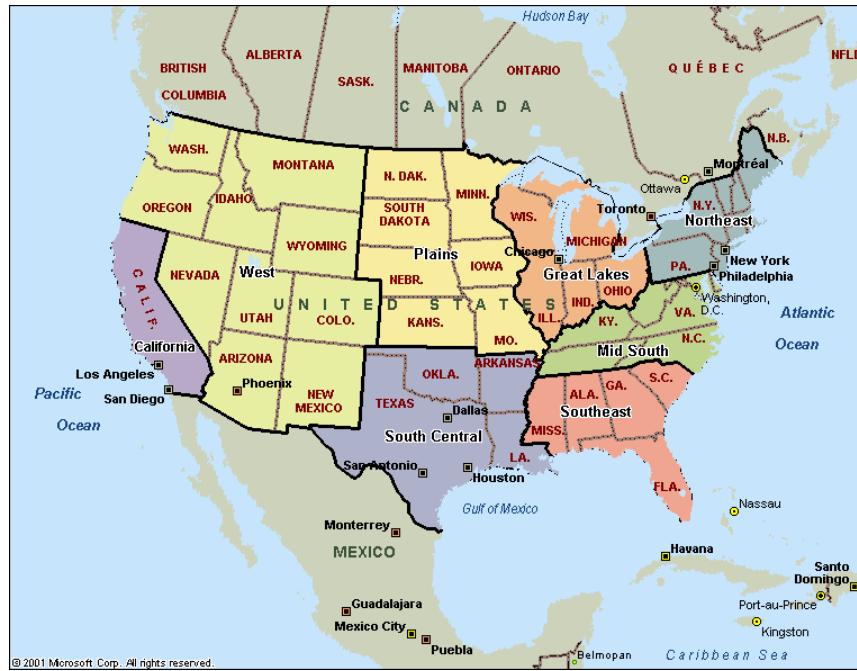
The information shown throughout is derived from retail scan data supplied by Circana. It represents the universe of traditional grocery stores with sales of \$2M or more per year excluding some supercenters covering roughly 85% of the retail universe. This data reflects the 52-week period ending December 29, 2024 versus the prior 52 weeks.

For questions or expanded information reach out to:

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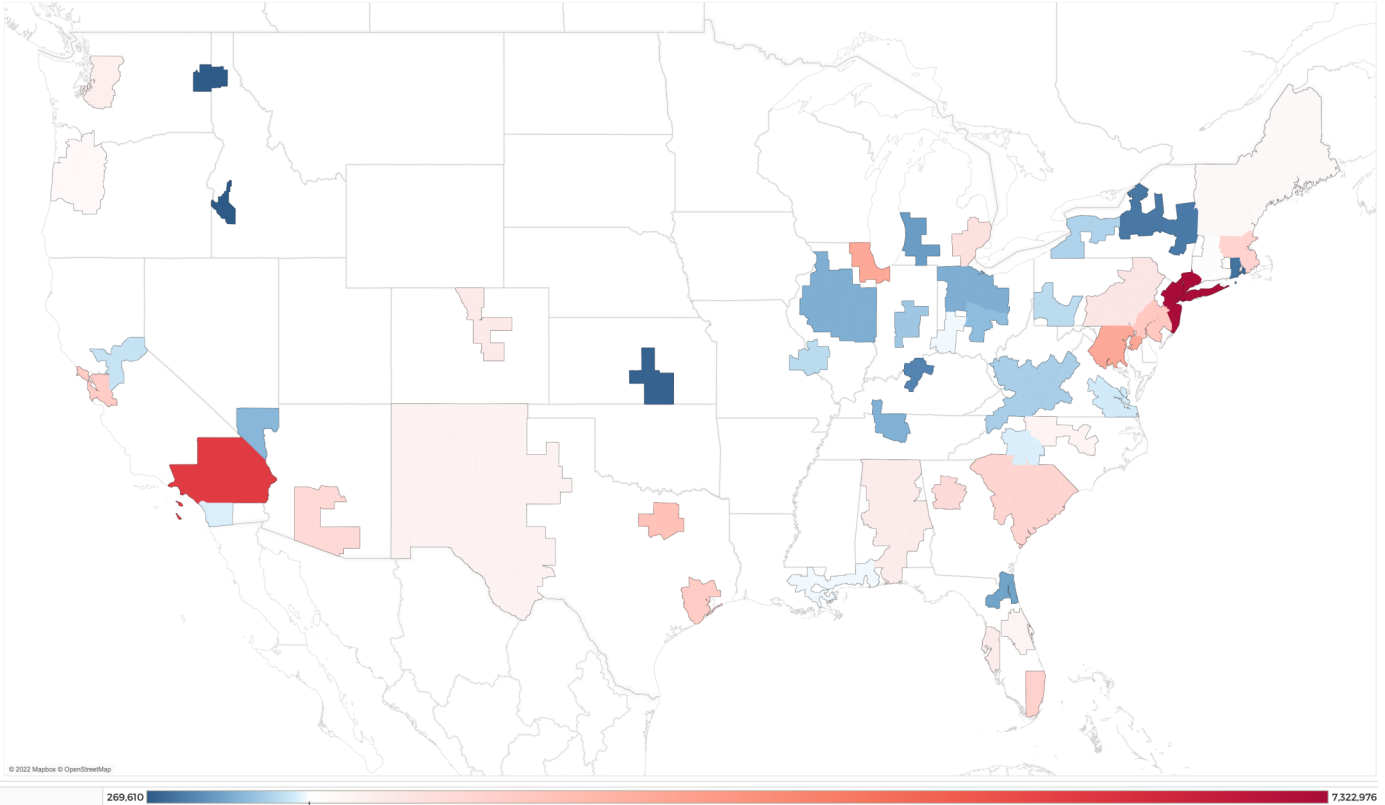


Scanner Data Regions



Region	Whole Pounds	Cut Pounds	Mini Pounds	Total
California 2022-23	221,577,502	48,672,499	62,604,965	332,854,966
California 2023-24	235,646,874	52,592,256	59,331,072	347,570,202
Percent Growth	6.3%	8.1%	-5.2%	4.4%
2023-24 % of Total	67.8%	15.1%	17.1%	100.0%
Great Lakes 2022-23	399,998,138	36,211,636	45,452,151	481,661,925
Great Lakes 2023-24	412,898,585	34,174,021	43,869,371	490,941,976
Percent Growth	3.2%	-5.6%	-3.5%	1.9%
2023-24 % of Total	84.1%	7.0%	8.9%	100.0%
Midsouth 2022-23	405,563,936	52,475,401	39,350,307	497,389,644
Midsouth 2023-24	414,425,813	51,986,283	40,107,852	506,519,948
Percent Growth	2.2%	-0.9%	1.9%	1.8%
2023-24 % of Total	81.8%	10.3%	7.9%	100.0%
Northeast 2022-23	408,588,884	97,233,473	41,920,209	547,742,566
Northeast 2023-24	452,118,776	92,648,984	40,864,395	585,632,155
Percent Growth	10.7%	-4.7%	-2.5%	6.9%
2023-24 % of Total	77.2%	15.8%	7.0%	100.0%
Plains 2022-23	209,115,220	17,774,011	12,336,329	239,225,560
Plains 2023-24	211,104,747	18,431,269	11,675,219	241,211,235
Percent Growth	1.0%	3.7%	-5.4%	0.8%
2023-24 % of Total	87.5%	7.6%	4.8%	100.0%
Southcentral 2022-23	344,488,091	75,159,848	27,849,809	447,497,747
Southcentral 2023-24	323,160,584	87,855,927	26,783,197	437,799,707
Percent Growth	-6.2%	16.9%	-3.8%	-2.2%
2023-24 % of Total	73.8%	20.1%	6.1%	100.0%
Southeast 2022-23	358,622,633	100,602,487	44,953,438	504,178,558
Southeast 2023-24	357,132,996	103,576,275	43,890,692	504,599,963
Percent Growth	-0.4%	3.0%	-2.4%	0.1%
2023-24 % of Total	70.8%	20.5%	8.7%	100.0%
West 2022-23	280,082,654	50,400,739	57,413,120	387,896,514
West 2023-24	284,385,583	52,935,353	55,362,541	392,683,477
Percent Growth	1.5%	5.0%	-3.6%	1.2%
2023-24 % of Total	72.4%	13.5%	14.1%	100.0%

Number of Households per Market

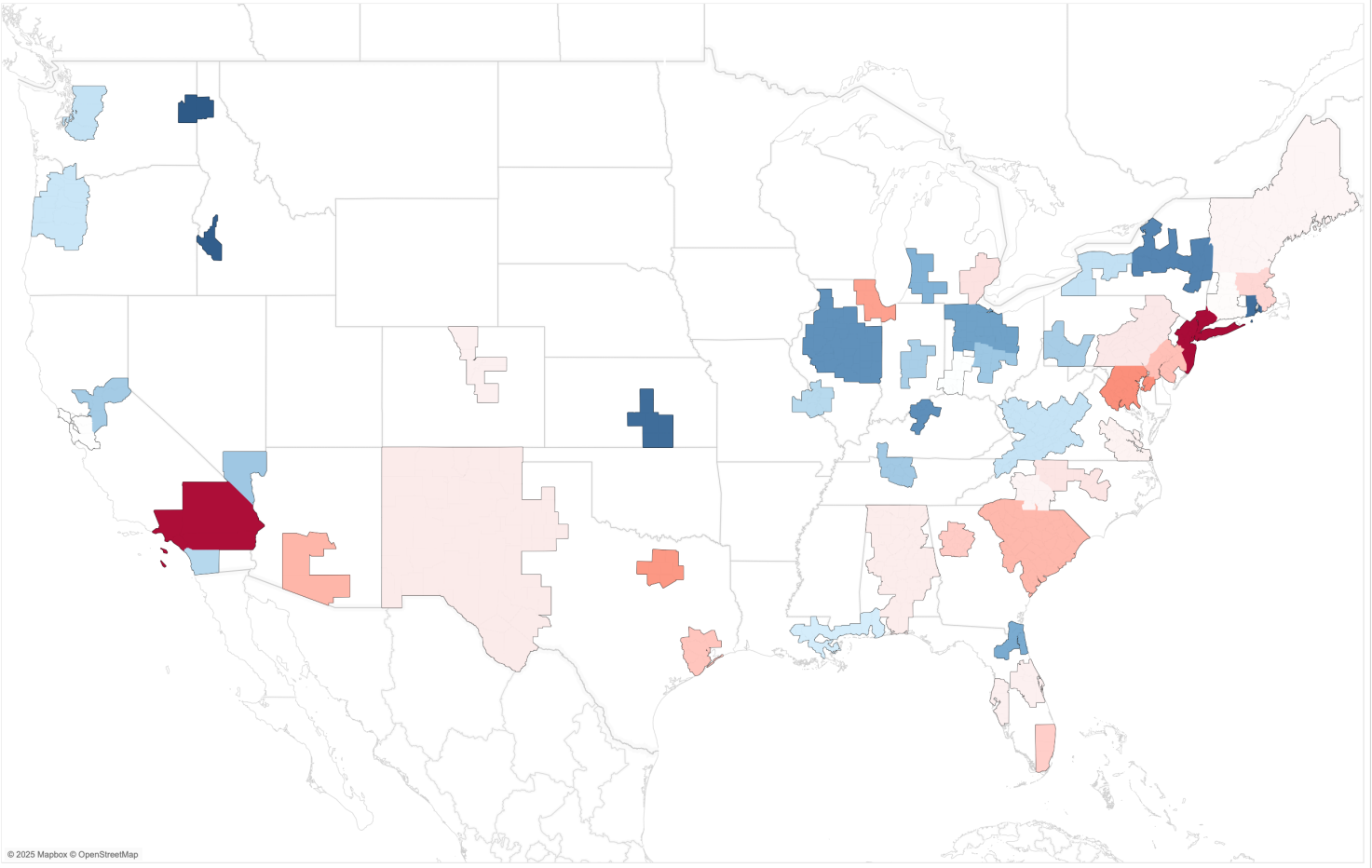


Market	Population	Households	Market	Population	Households
NEW YORK	19,959,514	7,322,976	HARTFORD/SPRINGFIELD	3,246,920	1,266,721
LOS ANGELES	17,923,688	5,828,361	NEW ORLEANS/MOBILE	3,138,652	1,210,254
CHICAGO	9,024,641	3,326,661	SACRAMENTO	3,105,662	1,097,351
BALTIMORE/WASHINGTON	8,747,475	3,302,814	CINCINNATI/DAYTON	3,057,108	1,211,497
DALLAS/FT. WORTH	7,387,718	2,673,203	CHARLOTTE	3,022,109	1,166,045
HOUSTON	6,974,818	2,431,415	RICHMOND/NORFOLK	3,005,465	1,146,783
PHILADELPHIA	6,677,352	2,523,950	ST. LOUIS	2,635,048	1,052,009
SAN FRANCISCO	6,614,206	2,424,893	PITTSBURGH	2,483,334	1,050,493
MIAMI/FT. LAUDERDALE	6,115,693	2,311,762	BUFFALO/ROCHESTER	2,465,162	1,003,811
BOSTON	5,816,699	2,252,721	INDIANAPOLIS	2,394,786	933,721
SOUTH CAROLINA	5,685,393	2,211,278	ROANOKE	2,374,132	975,483
ATLANTA	5,581,621	2,061,905	LAS VEGAS	2,267,612	833,639
PHOENIX/TUCSON	5,551,224	2,078,257	COLUMBUS	2,186,812	865,297
DETROIT	4,860,654	1,906,690	NASHVILLE	2,065,127	795,655
HARRISBURG/SCRANTON	4,574,232	1,779,694	TOLEDO	1,992,358	777,879
DENVER	4,313,555	1,698,222	PEORIA/SPRINGFIELD	1,952,702	782,525
BIRMINGHAM/MONTGOMERY	4,204,001	1,655,159	JACKSONVILLE	1,829,816	716,122
WEST TEX/NEW MEXICO	4,134,572	1,509,632	GRAND RAPIDS	1,775,105	673,617
TAMPA	4,020,265	1,677,147	LOUISVILLE	1,318,292	527,730
SEATTLE	3,959,531	1,580,072	SYRACUSE	1,152,592	453,783
RALEIGH/GREENSBORO	3,763,913	1,481,572	ALBANY	1,142,493	465,633
ORLANDO	3,758,407	1,460,241	PROVIDENCE	1,060,757	416,922
PORTLAND	3,512,264	1,376,992	WICHITA	831,372	322,437
NEW ENGLAND	3,402,121	1,386,532	BOISE	743,617	269,610
SAN DIEGO	3,313,042	1,167,276	SPOKANE	694,837	275,315



Scanner Data Markets — Total

Total Pounds Sold at Retail, Last 52 Weeks, Indexed to Median Market



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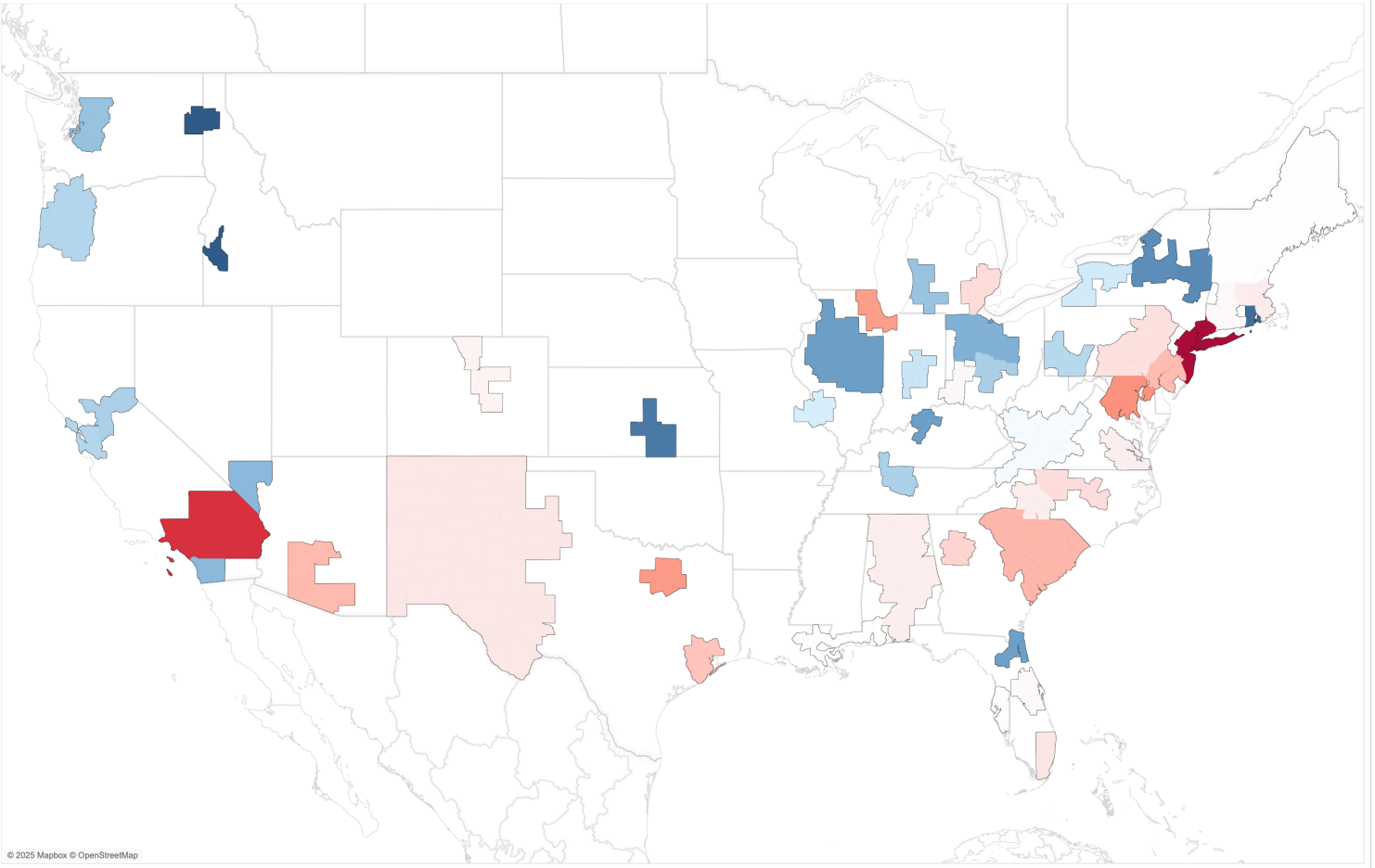


Largest % Increase				Rest of Markets			
	Prior #	Current #	% Change		Prior #	Current #	% Change
BOISE	6,340,132	7,331,862	15.6%	HARRISBURG/SCRANTON	46,889,294	47,903,077	2.2%
PROVIDENCE	9,189,811	10,592,077	15.3%	LAS VEGAS	26,451,399	27,003,983	2.1%
LOUISVILLE	15,130,030	16,745,023	10.7%	INDIANAPOLIS	28,182,454	28,563,161	1.4%
NEW YORK	161,510,863	177,244,576	9.7%	PEORIA/SPRINGFIELD	16,905,726	17,102,905	1.2%
DETROIT	47,102,762	51,358,402	9.0%	PHOENIX/TUCSON	76,150,868	76,821,478	0.9%
BOSTON	52,616,878	57,188,960	8.7%	SPOKANE	6,531,294	6,499,530	-0.5%
ST. LOUIS	28,002,624	30,351,826	8.4%	TAMPA	44,124,694	43,831,480	-0.7%
LOS ANGELES	163,339,413	174,921,405	7.1%	SOUTH CAROLINA	76,233,395	75,672,991	-0.7%
NEW ENGLAND	38,428,784	41,087,171	6.9%	ORLANDO	44,339,116	43,903,935	-1.0%
HARTFORD/SPRINGFIELD	35,580,563	38,026,804	6.9%	RICHMOND/NORFOLK	43,094,174	42,624,416	-1.1%
PITTSBURGH	26,582,333	28,306,622	6.5%	CHARLOTTE	42,269,953	41,791,086	-1.1%
DENVER	41,475,031	43,825,772	5.7%	SAN FRANCISCO	37,215,996	36,764,973	-1.2%
PHILADELPHIA	67,055,609	70,823,369	5.6%	SACRAMENTO	28,266,170	27,896,342	-1.3%
COLUMBUS	25,551,482	26,960,338	5.5%	CHICAGO	89,862,239	88,312,642	-1.7%
BUFFALO/ROCHESTER	30,280,504	31,760,202	4.9%	BALTIMORE/WASHINGTON	100,583,342	98,712,685	-1.9%
TOLEDO	19,347,283	20,210,034	4.5%	PORTLAND	33,297,963	32,625,920	-2.0%
ROANOKE	31,012,711	32,280,783	4.1%	ATLANTA	65,635,074	64,260,705	-2.1%
SAN DIEGO	28,882,078	30,030,934	4.0%	RALEIGH/GREENSBORO	51,089,980	49,850,310	-2.4%
CINCINNATI/DAYTON	35,151,886	36,484,315	3.8%	JACKSONVILLE	22,309,637	21,734,782	-2.6%
SYRACUSE	14,245,749	14,747,459	3.5%	NEW ORLEANS/MOBILE	35,214,625	34,016,856	-3.4%
MIAMI/FT. LAUDERDALE	60,513,537	62,554,597	3.4%	WICHITA	10,649,623	10,224,696	-4.0%
GRAND RAPIDS	22,280,152	22,971,375	3.1%	DALLAS/FT. WORTH	98,308,993	93,851,212	-4.5%
ALBANY	13,944,973	14,369,053	3.0%	WEST TEX/NEW MEXICO	48,843,003	46,572,940	-4.6%
NASHVILLE	26,789,350	27,506,890	2.7%	SEATTLE	33,209,096	31,477,387	-5.2%
BIRMINGHAM/MONTGOMERY	44,637,273	45,753,530	2.5%	HOUSTON	72,731,274	68,043,425	-6.4%

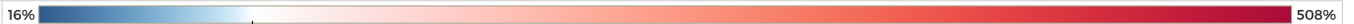


Scanner Data Markets — Whole

Whole Pounds Sold at Retail, Last 52 Weeks, Indexed to Median Market



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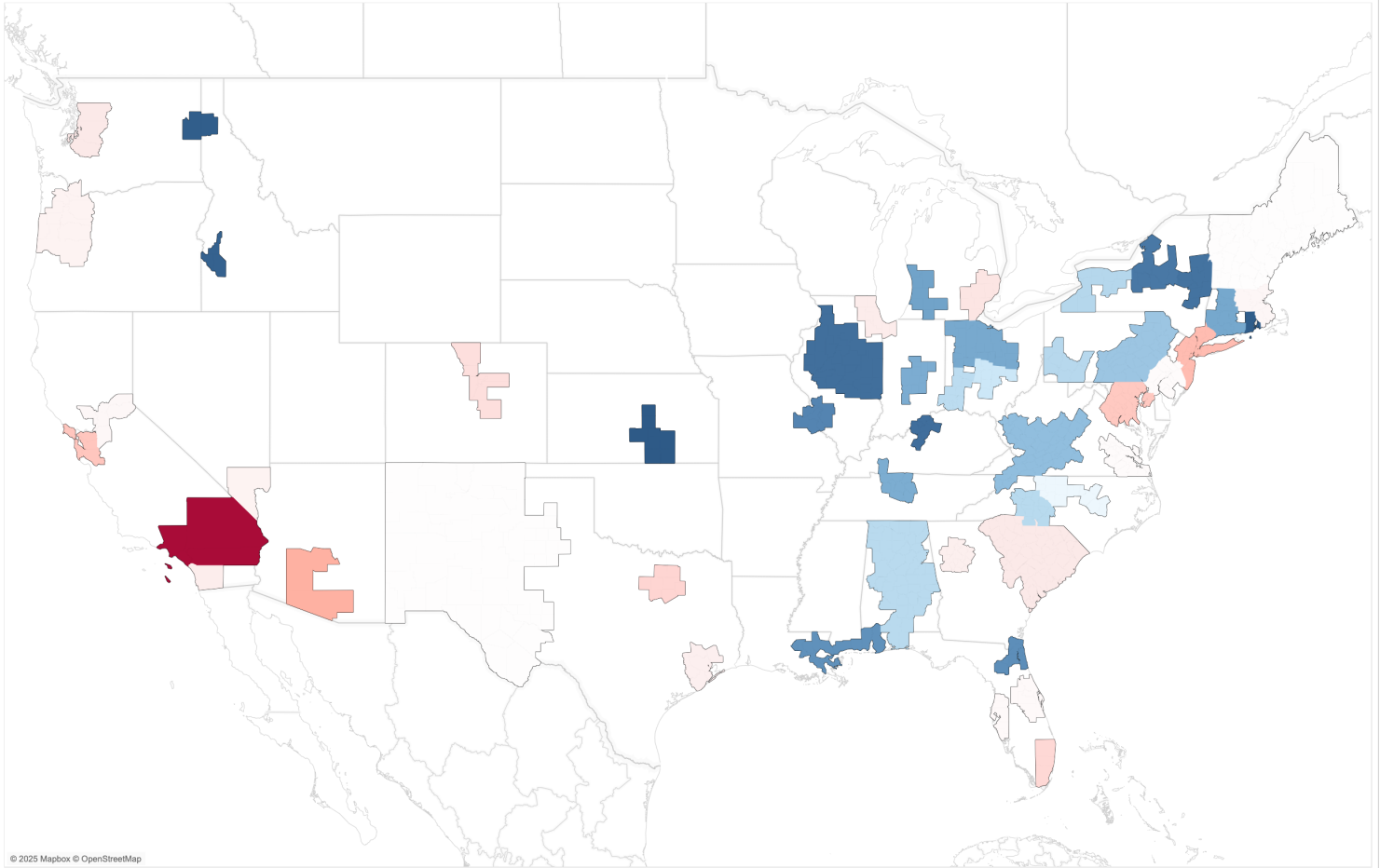


Largest % Increase	Prior #	Current #	% Change	Rest of Markets	Prior #	Current #	% Change
PROVIDENCE	5,863,696	7,462,143	27.3%	DENVER	31,335,026	32,113,781	2.5%
BOSTON	28,750,125	34,780,103	21.0%	BIRMINGHAM/MONTGOMERY	33,603,736	34,321,977	2.1%
NEW YORK	119,951,191	139,935,494	16.7%	INDIANAPOLIS	24,031,788	24,544,523	2.1%
NEW ENGLAND	24,120,176	27,870,960	15.6%	NASHVILLE	21,216,511	21,665,811	2.1%
ST. LOUIS	22,390,445	25,730,981	14.9%	CHICAGO	69,488,076	70,692,782	1.7%
LOUISVILLE	12,946,220	14,556,144	12.4%	SAN FRANCISCO	22,179,146	22,488,882	1.4%
HARTFORD/SPRINGFIELD	26,560,871	29,793,277	12.2%	HARRISBURG/SCRANTON	39,534,752	39,755,454	0.6%
DETROIT	38,356,299	42,478,560	10.7%	CHARLOTTE	34,369,978	34,366,876	0.0%
BOISE	4,063,512	4,474,433	10.1%	ORLANDO	29,604,353	29,394,323	-0.7%
LOS ANGELES	107,257,113	117,507,040	9.6%	SOUTH CAROLINA	60,053,267	59,307,359	-1.2%
PHOENIX/TUCSON	53,453,119	57,602,130	7.8%	SACRAMENTO	21,895,752	21,622,137	-1.2%
PHILADELPHIA	53,231,688	56,953,071	7.0%	RICHMOND/NORFOLK	34,176,958	33,729,153	-1.3%
CINCINNATI/DAYTON	28,383,956	30,255,750	6.6%	BALTIMORE/WASHINGTON	76,880,519	75,738,111	-1.5%
COLUMBUS	20,235,242	21,429,029	5.9%	SPOKANE	4,540,930	4,460,965	-1.8%
SAN DIEGO	17,097,664	18,099,342	5.9%	JACKSONVILLE	15,052,443	14,759,112	-1.9%
GRAND RAPIDS	18,694,413	19,684,439	5.3%	RALEIGH/GREENSBORO	42,078,301	41,198,488	-2.1%
ALBANY	11,031,252	11,599,754	5.2%	TAMPA	27,975,600	27,279,689	-2.5%
BUFFALO/ROCHESTER	24,124,579	25,328,912	5.0%	NEW ORLEANS/MOBILE	28,687,236	27,758,784	-3.2%
MIAMI/FT. LAUDERDALE	35,597,097	37,352,562	4.9%	WEST TEX/NEW MEXICO	38,864,673	37,263,156	-4.1%
SYRACUSE	11,568,366	12,135,116	4.9%	PORTLAND	23,395,968	22,323,251	-4.6%
PITTSBURGH	21,738,238	22,710,739	4.5%	ATLANTA	47,727,835	45,461,671	-4.7%
PEORIA/SPRINGFIELD	13,876,422	14,456,522	4.2%	WICHITA	9,558,952	9,056,036	-5.3%
LAS VEGAS	17,493,201	18,157,800	3.8%	DALLAS/FT. WORTH	77,859,141	72,110,936	-7.4%
ROANOKE	26,115,048	27,080,884	3.7%	SEATTLE	20,940,589	19,140,403	-8.6%
TOLEDO	16,374,848	16,944,512	3.5%	HOUSTON	58,399,477	53,076,979	-9.1%



Scanner Data Markets — Mini

Mini Pounds Sold at Retail, Last 52 Weeks, Indexed to Median Market

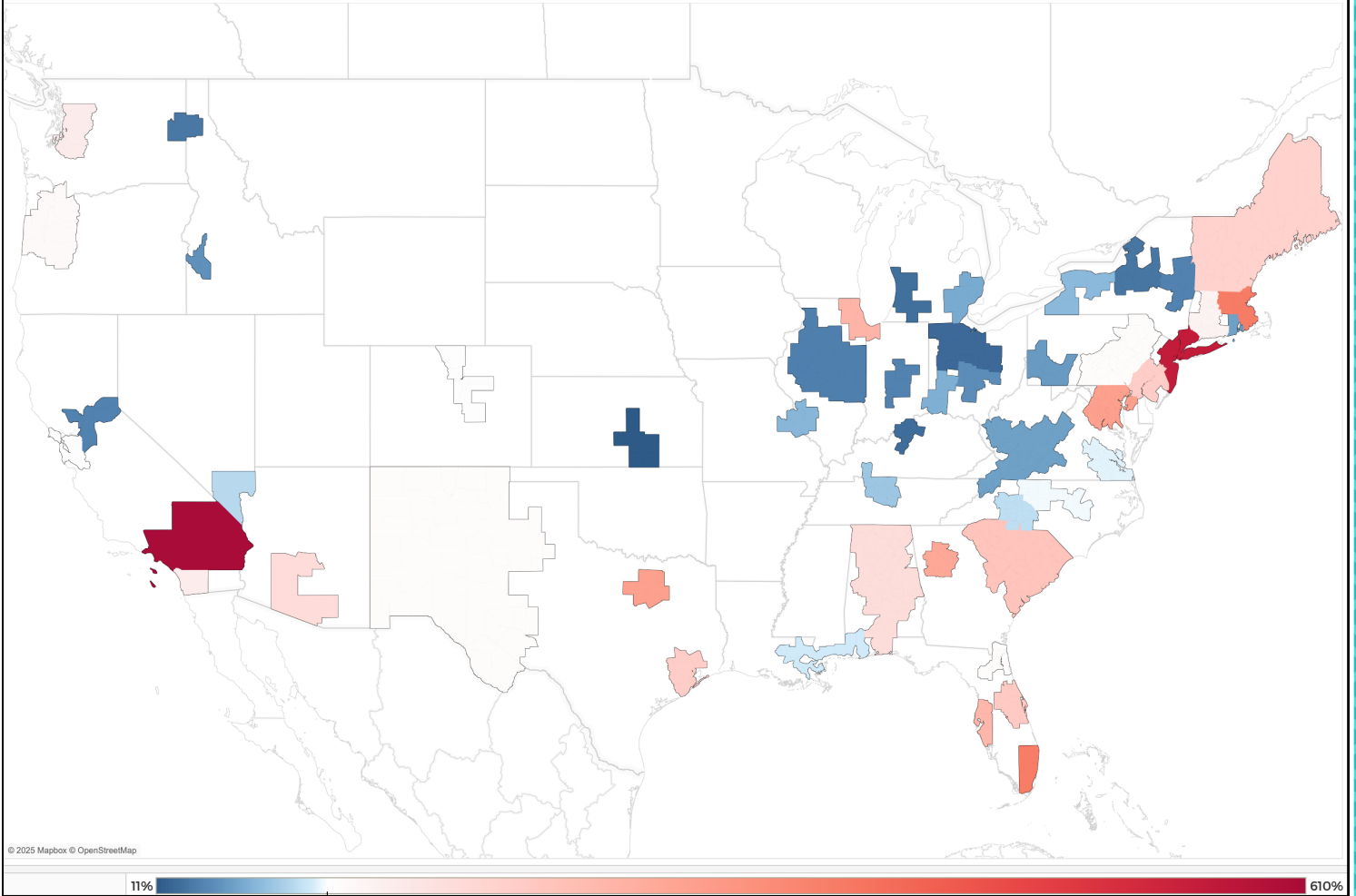


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Largest % Increase	Prior #	Current #	% Change	Rest of Markets	Prior #	Current #	% Change
HARRISBURG/SCRANTON	2,115,901	2,842,022	34.3%	RALEIGH/GREENSBORO	3,920,794	3,800,763	-3.1%
PITTSBURGH	2,562,506	3,238,231	26.4%	SYRACUSE	1,320,971	1,269,422	-3.9%
DENVER	5,659,861	6,738,279	19.1%	TAMPA	4,634,914	4,412,203	-4.8%
WICHITA	521,745	616,592	18.2%	GRAND RAPIDS	2,242,686	2,127,203	-5.1%
PHILADELPHIA	3,684,597	4,217,653	14.5%	DALLAS/FT. WORTH	7,979,371	7,567,584	-5.2%
ROANOKE	2,405,762	2,685,555	11.6%	LOS ANGELES	29,244,148	27,580,106	-5.7%
TOLEDO	2,062,681	2,259,803	9.6%	BOISE	842,886	784,198	-7.0%
BUFFALO/ROCHESTER	2,976,445	3,257,974	9.5%	ORLANDO	4,846,470	4,380,090	-9.6%
RICHMOND/NORFOLK	3,898,316	4,213,906	8.1%	WEST TEX/NEW MEXICO	4,550,826	4,085,181	-10.2%
SOUTH CAROLINA	5,379,480	5,762,162	7.1%	NEW YORK	11,030,714	9,871,336	-10.5%
SPOKANE	646,691	691,462	6.9%	BOSTON	5,120,002	4,580,726	-10.5%
ATLANTA	4,931,509	5,253,555	6.5%	CHICAGO	6,180,192	5,478,844	-11.3%
SEATTLE	5,519,907	5,868,462	6.3%	LOUISVILLE	1,190,388	1,055,267	-11.4%
PORTLAND	4,719,254	4,985,211	5.6%	SAN FRANCISCO	10,331,274	9,129,868	-11.6%
HOUSTON	5,018,588	5,253,503	4.7%	HARTFORD/SPRINGFIELD	2,448,214	2,146,055	-12.3%
COLUMBUS	3,427,242	3,554,957	3.7%	ALBANY	1,301,496	1,135,487	-12.8%
NASHVILLE	2,292,797	2,331,064	1.7%	INDIANAPOLIS	2,726,047	2,341,373	-14.1%
BIRMINGHAM/MONTGOMERY	3,227,707	3,253,933	0.8%	PROVIDENCE	761,255	645,533	-15.2%
CHARLOTTE	3,288,241	3,257,301	-0.9%	CINCINNATI/DAYTON	3,978,010	3,350,048	-15.8%
BALTIMORE/WASHINGTON	8,878,692	8,772,865	-1.2%	JACKSONVILLE	2,044,798	1,708,287	-16.5%
DETROIT	6,207,017	6,112,970	-1.5%	NEW ORLEANS/MOBILE	2,134,896	1,772,911	-17.0%
SACRAMENTO	4,694,632	4,593,031	-2.2%	PEORIA/SPRINGFIELD	1,291,921	1,068,816	-17.3%
LAS VEGAS	5,070,626	4,944,661	-2.5%	PHOENIX/TUCSON	14,399,377	11,202,629	-22.2%
SAN DIEGO	5,610,915	5,462,160	-2.7%	NEW ENGLAND	5,238,605	4,023,935	-23.2%
MIAMI/FT. LAUDERDALE	7,519,635	7,291,349	-3.0%	ST. LOUIS	2,499,708	1,516,619	-39.3%

Cut Pounds Sold at Retail, Last 52 Weeks, Indexed to Median Market



Largest % Increase				Rest of Markets			
	Prior #	Current #	% Change	Prior #	Current #	% Change	
BOISE	1,433,734	2,073,231	44.6%	JACKSONVILLE	5,212,396	5,267,383	1.1%
INDIANAPOLIS	1,424,620	1,677,265	17.7%	ROANOKE	2,491,901	2,514,343	0.9%
LOUISVILLE	993,423	1,133,611	14.1%	LAS VEGAS	3,887,572	3,901,522	0.4%
DALLAS/FT. WORTH	12,470,480	14,172,692	13.6%	SACRAMENTO	1,675,786	1,681,174	0.3%
LOS ANGELES	26,838,152	29,834,259	11.2%	SPOKANE	1,343,674	1,347,104	0.3%
DENVER	4,480,144	4,973,712	11.0%	BUFFALO/ROCHESTER	3,179,479	3,173,316	-0.2%
TOLEDO	909,754	1,005,718	10.5%	ST. LOUIS	3,112,471	3,104,226	-0.3%
SAN FRANCISCO	4,705,576	5,146,223	9.4%	SYRACUSE	1,356,412	1,342,921	-1.0%
DETROIT	2,539,446	2,766,872	9.0%	SOUTH CAROLINA	10,800,648	10,603,470	-1.8%
NASHVILLE	3,280,041	3,510,014	7.0%	WICHITA	568,925	552,068	-3.0%
TAMPA	11,514,181	12,139,589	5.4%	PROVIDENCE	2,564,860	2,484,401	-3.1%
SAN DIEGO	6,173,498	6,469,432	4.8%	PHOENIX/TUCSON	8,298,372	8,016,718	-3.4%
BIRMINGHAM/MONTGOMERY	7,805,830	8,177,620	4.8%	WEST TEX/NEW MEXICO	5,427,504	5,224,602	-3.7%
COLUMBUS	1,888,997	1,976,352	4.6%	SEATTLE	6,748,600	6,468,522	-4.2%
ATLANTA	12,975,730	13,545,479	4.4%	BALTIMORE/WASHINGTON	14,824,131	14,201,708	-4.2%
HOUSTON	9,313,208	9,712,943	4.3%	RALEIGH/GREENSBORO	5,090,885	4,851,059	-4.7%
PITTSBURGH	2,281,588	2,357,652	3.3%	PHILADELPHIA	10,139,325	9,652,645	-4.8%
CINCINNATI/DAYTON	2,789,920	2,878,517	3.2%	BOSTON	18,746,751	17,828,130	-4.9%
MIAMI/FT. LAUDERDALE	17,396,805	17,910,687	3.0%	RICHMOND/NORFOLK	5,018,901	4,681,356	-6.7%
PORTLAND	5,182,741	5,317,458	2.6%	HARTFORD/SPRINGFIELD	6,571,478	6,087,473	-7.4%
ORLANDO	9,888,292	10,129,522	2.4%	PEORIA/SPRINGFIELD	1,737,383	1,577,566	-9.2%
NEW ORLEANS/MOBILE	4,392,493	4,485,161	2.1%	CHARLOTTE	4,611,734	4,166,910	-9.6%
NEW ENGLAND	9,070,003	9,192,277	1.3%	NEW YORK	30,528,959	27,437,745	-10.1%
ALBANY	1,612,225	1,633,812	1.3%	GRAND RAPIDS	1,343,054	1,159,733	-13.6%
HARRISBURG/SCRANTON	5,238,641	5,305,601	1.3%	CHICAGO	14,193,971	12,141,016	-14.5%