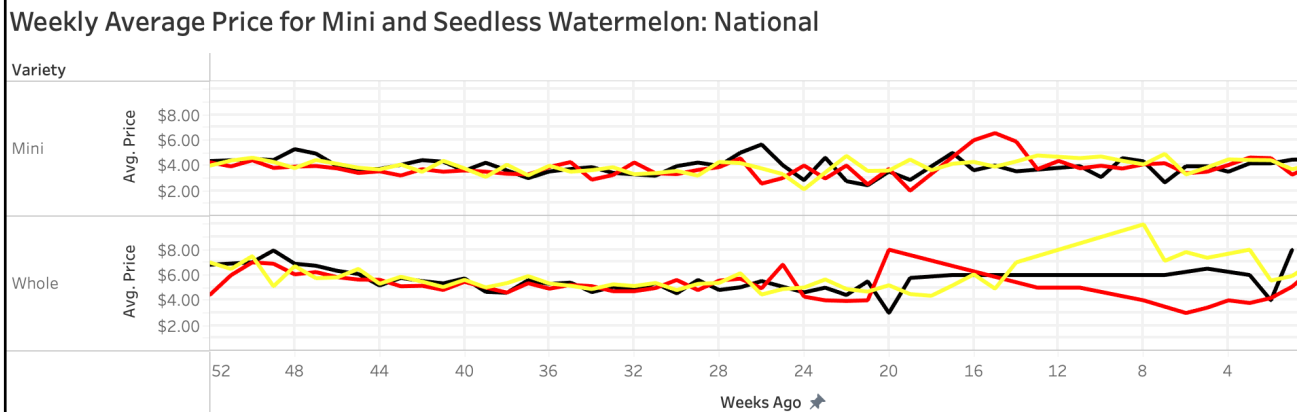
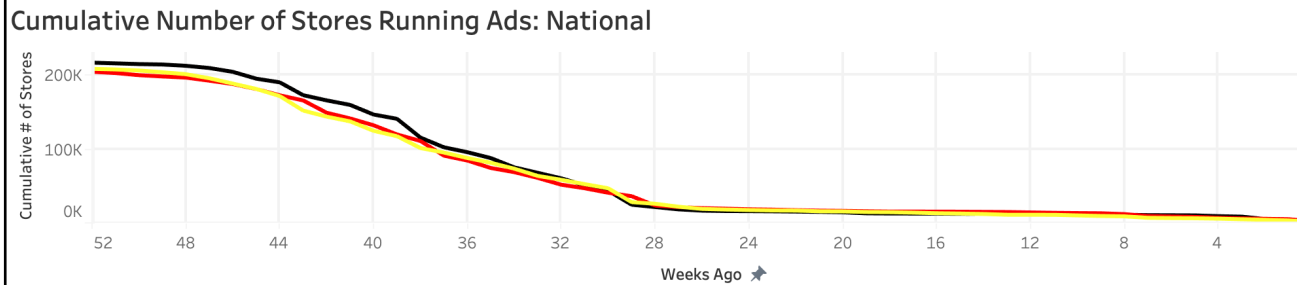
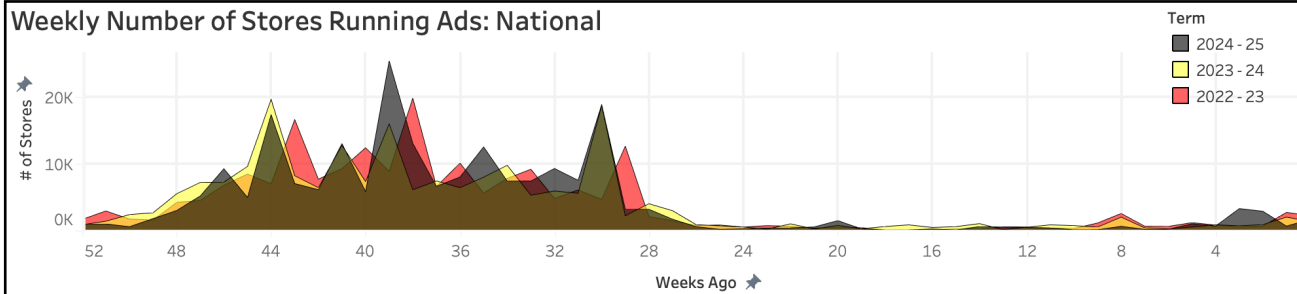


Retail Ad Report

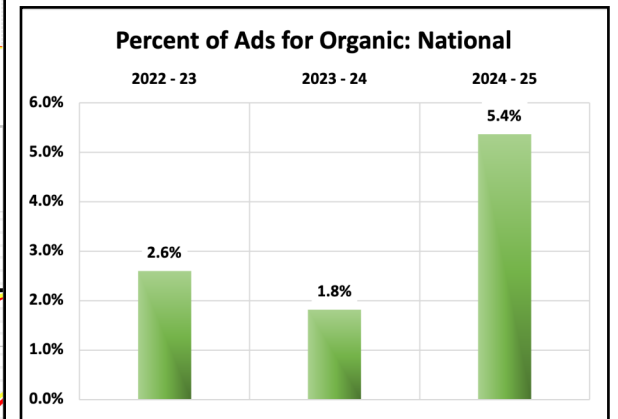
Compiled by the National Watermelon Promotion Board



Data current through March 21, 2025



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	204,492	208,500	216,877
Seedless	\$ 5.12	\$ 5.79	\$ 5.55
Mini	\$ 3.81	\$ 3.94	\$ 3.93
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.

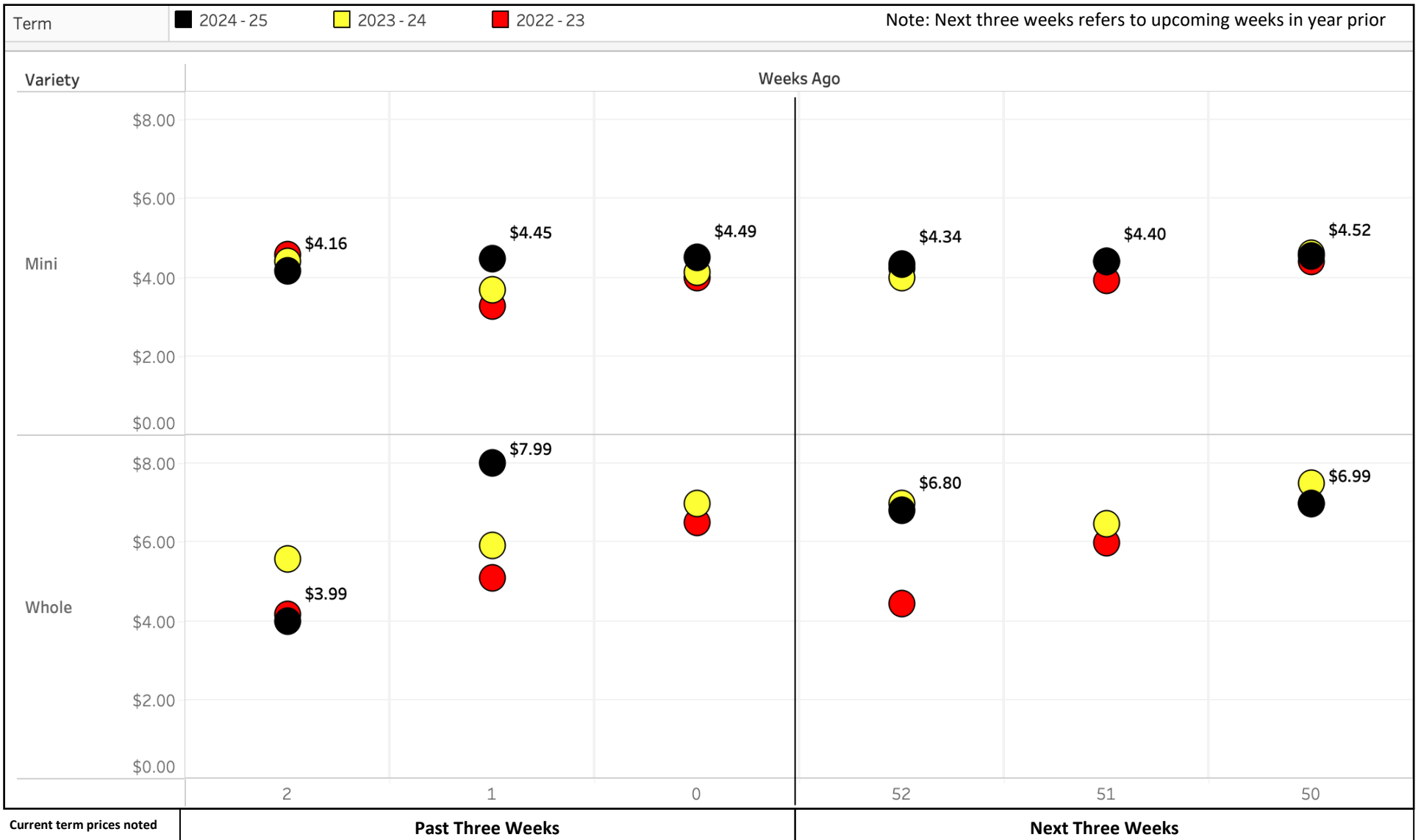
For questions or expanded information reach out to: Mark Arney | Phone: (407) 657-0261, Ext. 206 | Email: marney@watermelon.org

Summary of Past Five Weeks

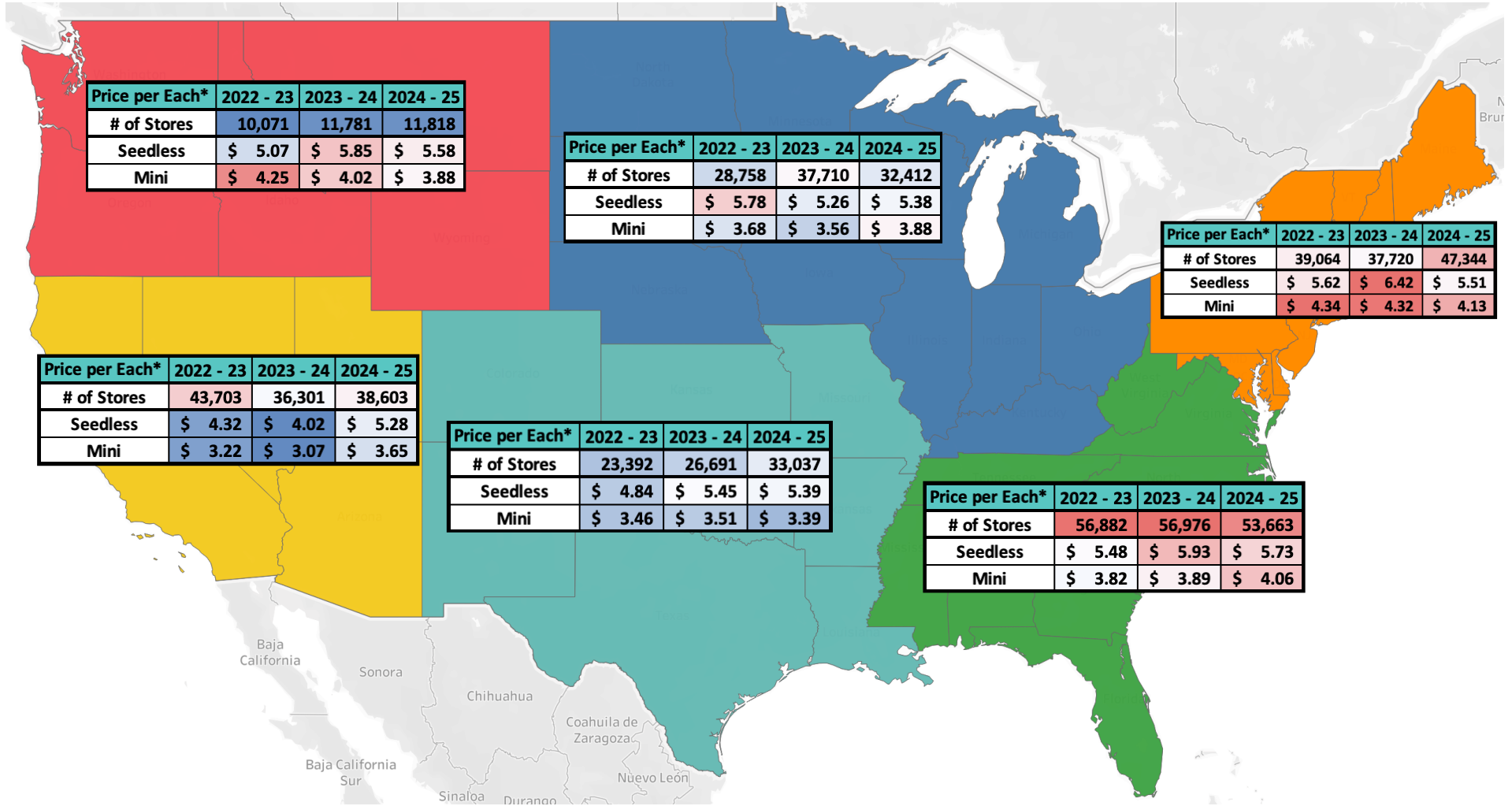
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2022-23	667	\$ 7.23	\$3.68	1615	\$ 3.91	\$4.30	153	NA	\$4.85	649	\$ 3.62	\$3.91	2974	\$ 6.49	\$3.59	815	\$ 3.99	\$3.53	6906	\$ 4.70	\$4.10
2023-24	898	\$ 6.99	\$4.24	2623	\$ 3.99	\$4.20	52	NA	\$3.99	360	\$ 7.66	\$3.89	1374	\$ 6.99	\$4.00	416	\$ 4.49	\$2.24	5723	\$ 6.61	\$4.22
2024-25	1833	\$ 5.99	\$3.79	2282	NA	\$4.35	407	\$ 3.99	\$3.91	1656	\$ 6.99	\$3.67	1425	\$ 3.99	\$4.24	1502	NA	\$4.46	9105	\$ 5.99	\$4.15

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



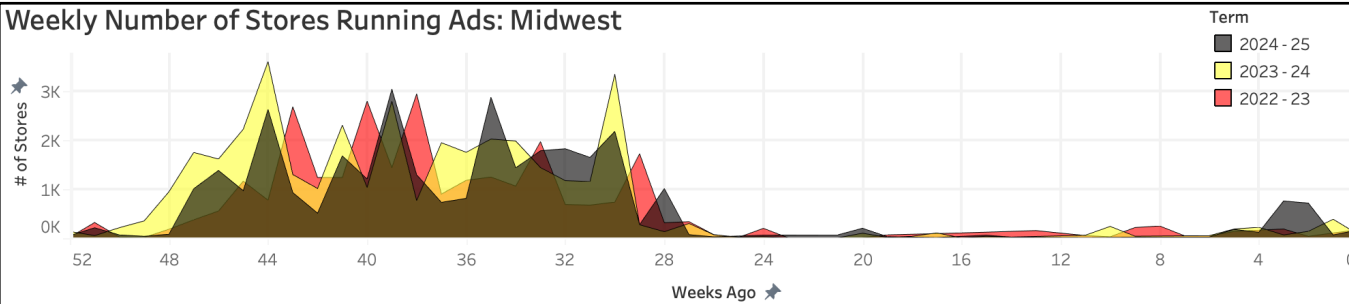
Regional Map



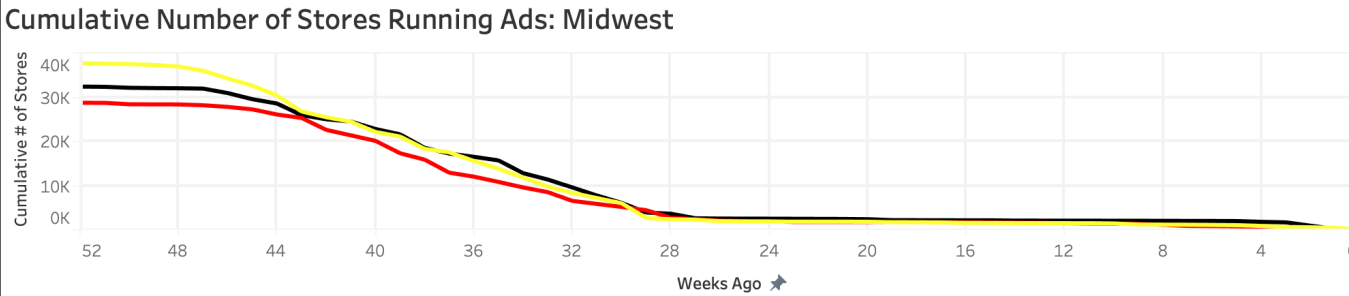
* Although included in # of Stores, organic prices omitted from average.

Midwest

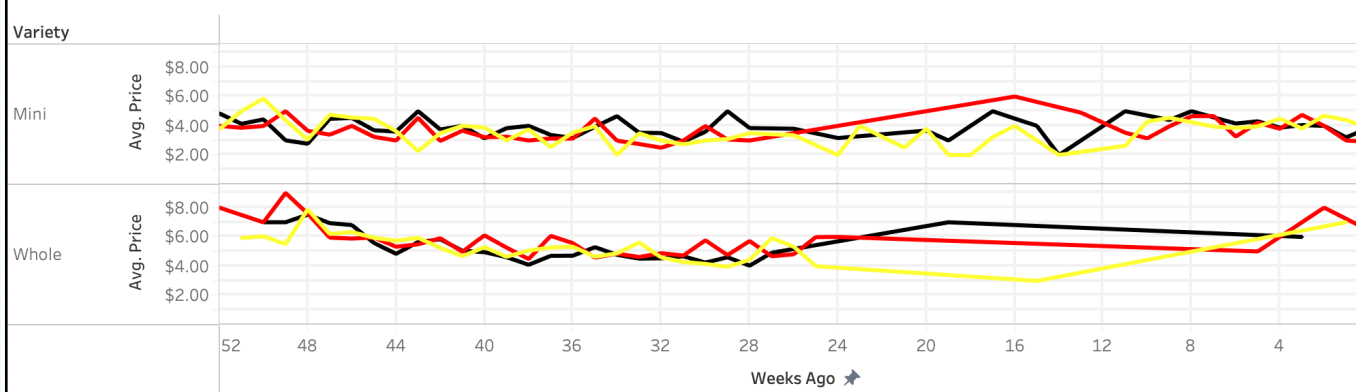
Weekly Number of Stores Running Ads: Midwest



Cumulative Number of Stores Running Ads: Midwest

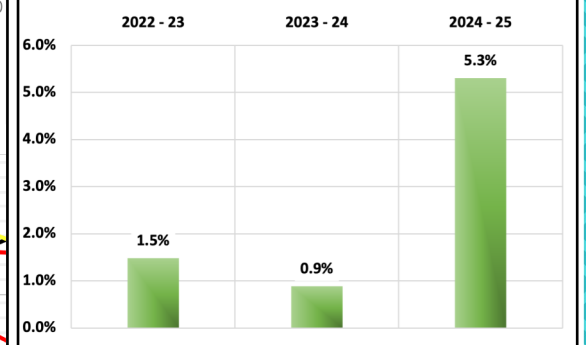


Weekly Average Price for Mini and Seedless Watermelon: Midwest



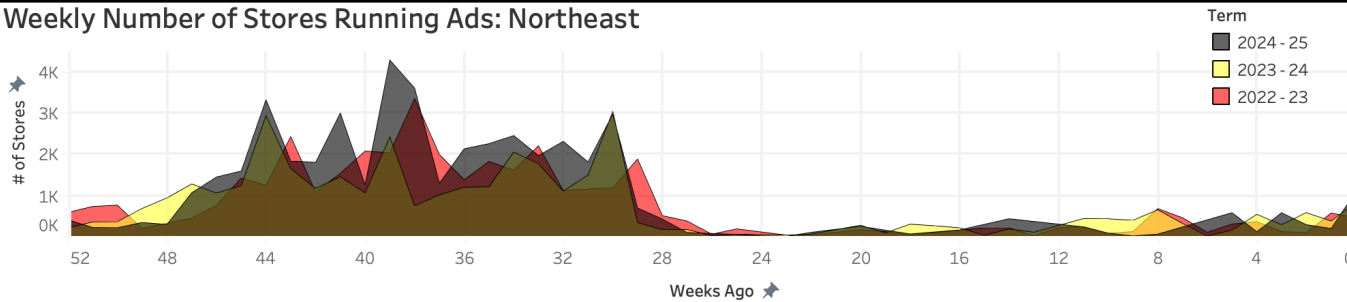
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	28,758	37,710	32,412
Seedless	\$ 5.78	\$ 5.26	\$ 5.38
Mini	\$ 3.68	\$ 3.56	\$ 3.88
Organic Seedless	\$ 7.99	NA	\$ 5.99
Organic Mini	\$ 4.97	\$ 4.78	\$ 4.96

Percent of Ads for Organic: Midwest

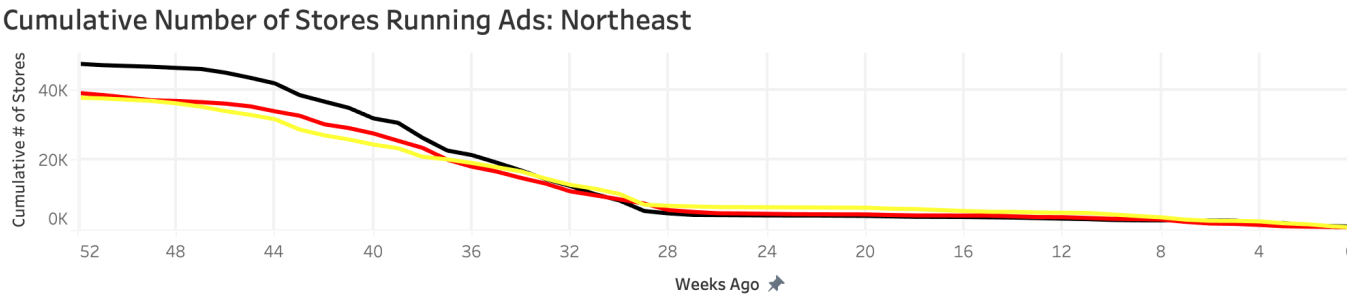


Northeast

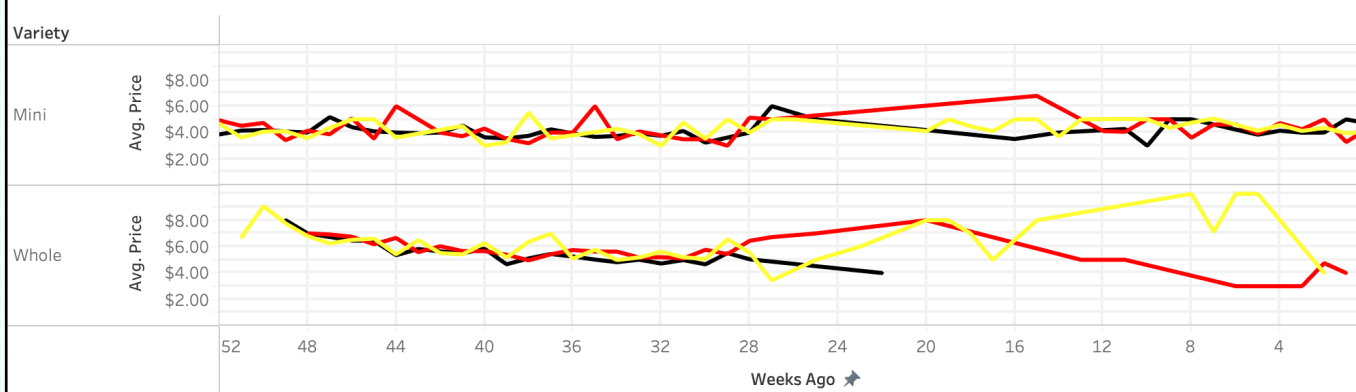
Weekly Number of Stores Running Ads: Northeast



Cumulative Number of Stores Running Ads: Northeast

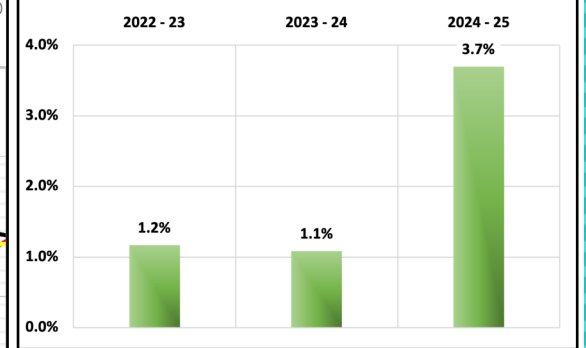


Weekly Average Price for Mini and Seedless Watermelon: Northeast

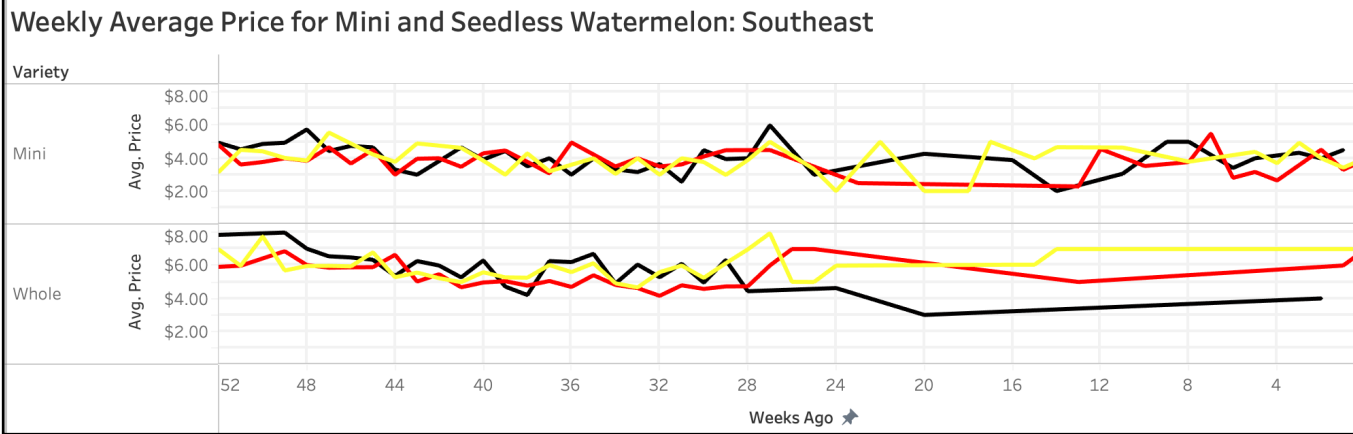
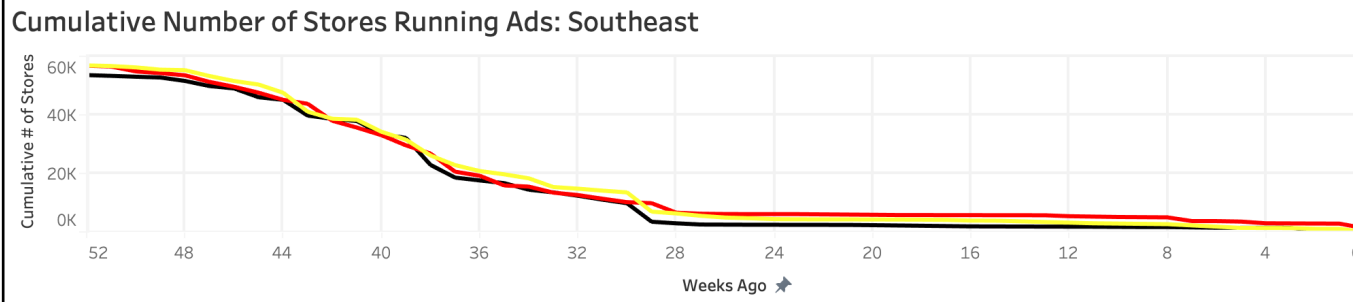
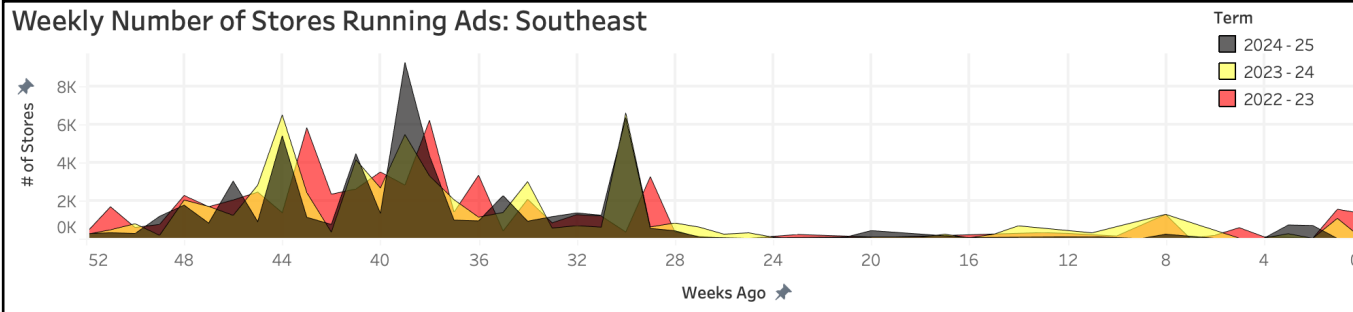


Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	39,064	37,720	47,344
Seedless	\$ 5.62	\$ 6.42	\$ 5.51
Mini	\$ 4.34	\$ 4.32	\$ 4.13
Organic Seedless	\$ 8.99	\$ 8.70	\$ 9.56
Organic Mini	\$ 6.13	\$ 5.56	\$ 5.30

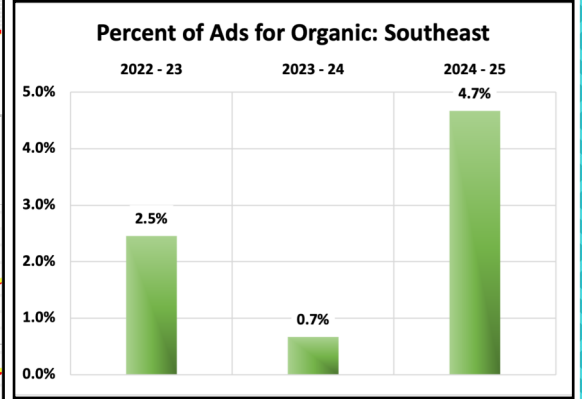
Percent of Ads for Organic: Northeast



Southeast

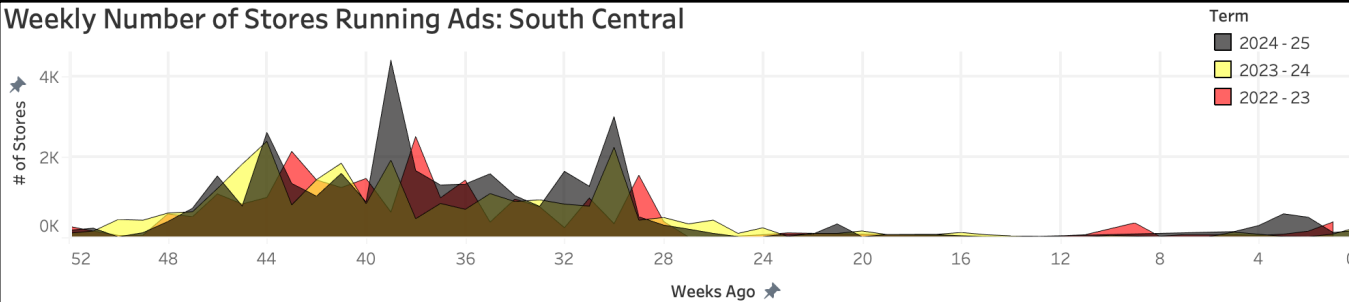


Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	56,882	56,976	53,663
Seedless	\$ 5.48	\$ 5.93	\$ 5.73
Mini	\$ 3.82	\$ 3.89	\$ 4.06
Organic Seedless	\$ 4.74	NA	NA
Organic Mini	\$ 4.79	\$ 4.58	\$ 4.91

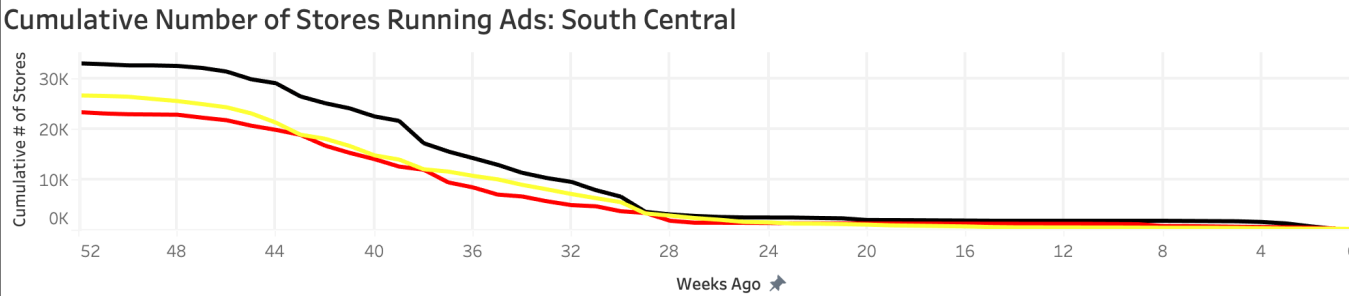


South Central

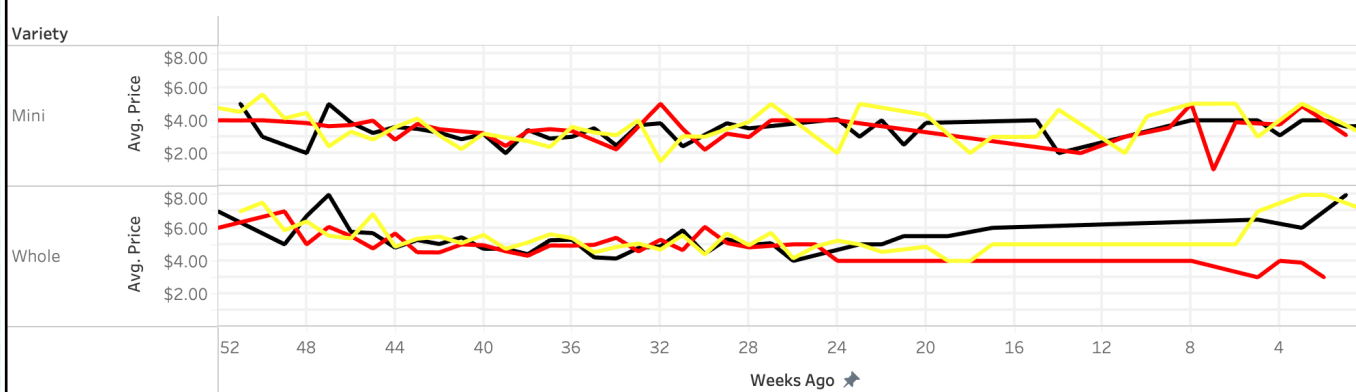
Weekly Number of Stores Running Ads: South Central



Cumulative Number of Stores Running Ads: South Central

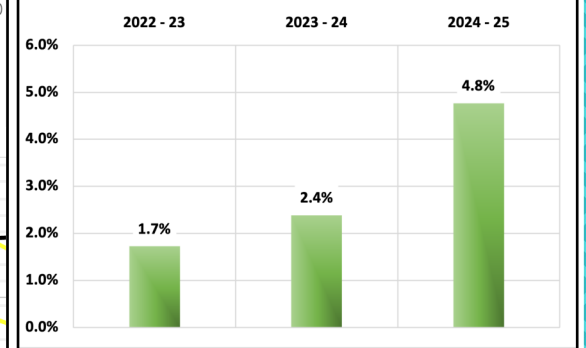


Weekly Average Price for Mini and Seedless Watermelon: South Central



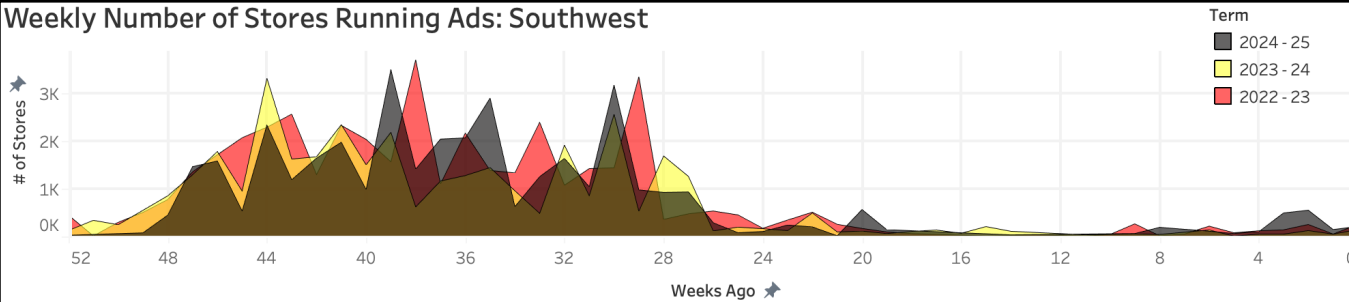
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	23,392	26,691	33,037
Seedless	\$ 4.84	\$ 5.45	\$ 5.39
Mini	\$ 3.46	\$ 3.51	\$ 3.39
Organic Seedless	NA	NA	\$ 6.49
Organic Mini	\$ 4.66	\$ 5.23	\$ 5.09

Percent of Ads for Organic: South Central

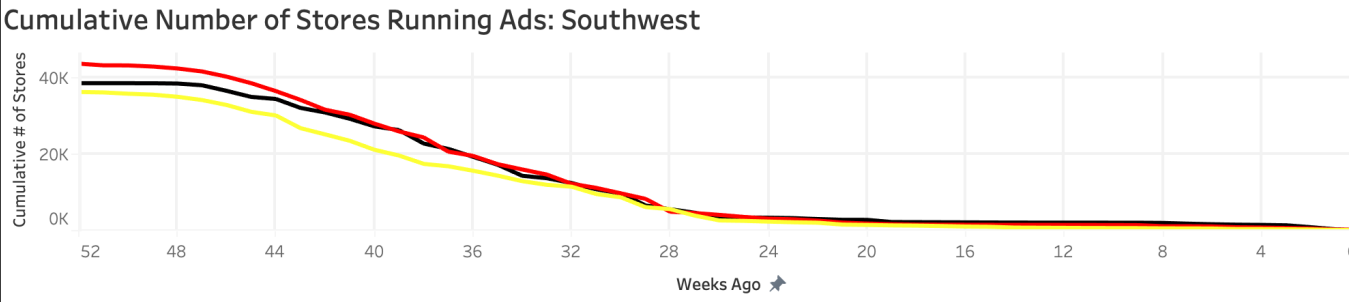


Southwest

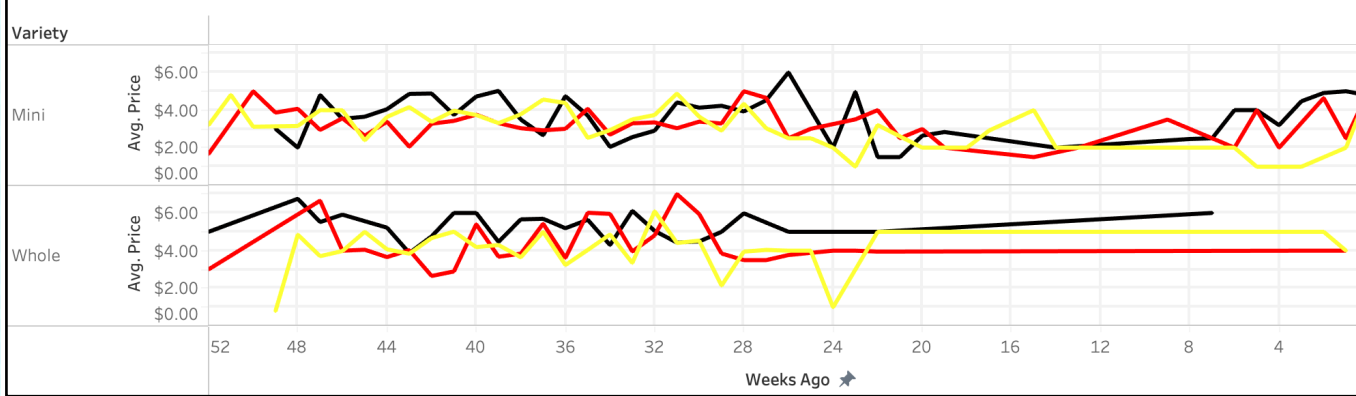
Weekly Number of Stores Running Ads: Southwest



Cumulative Number of Stores Running Ads: Southwest

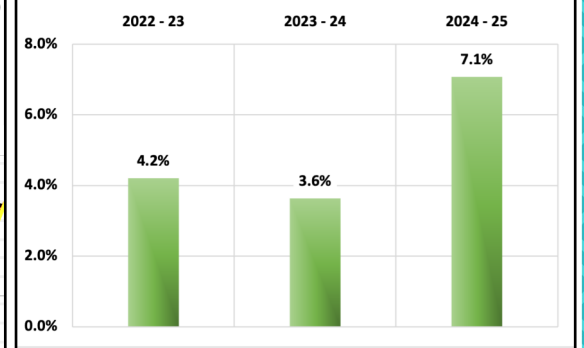


Weekly Average Price for Mini and Seedless Watermelon: Southwest

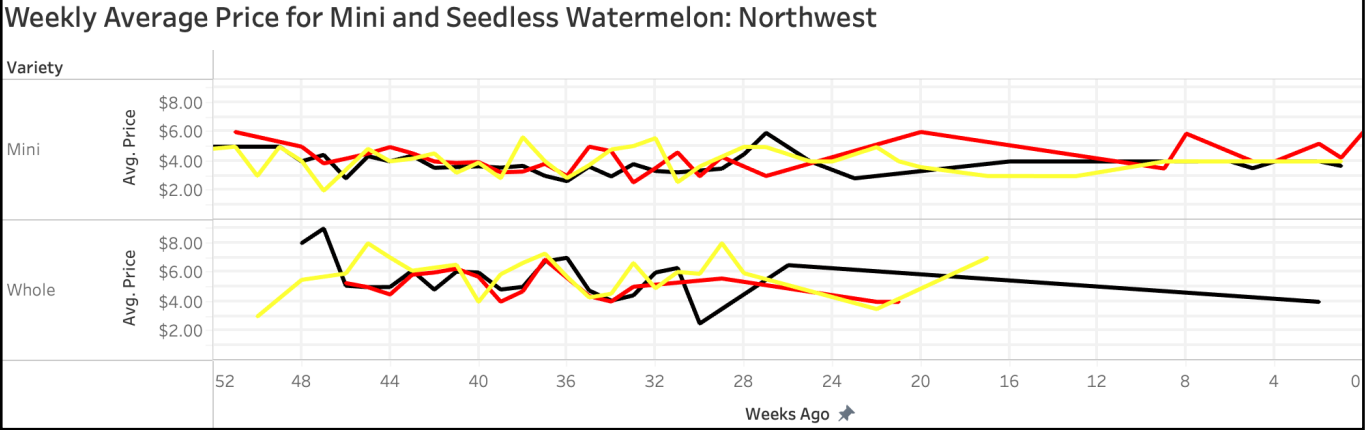
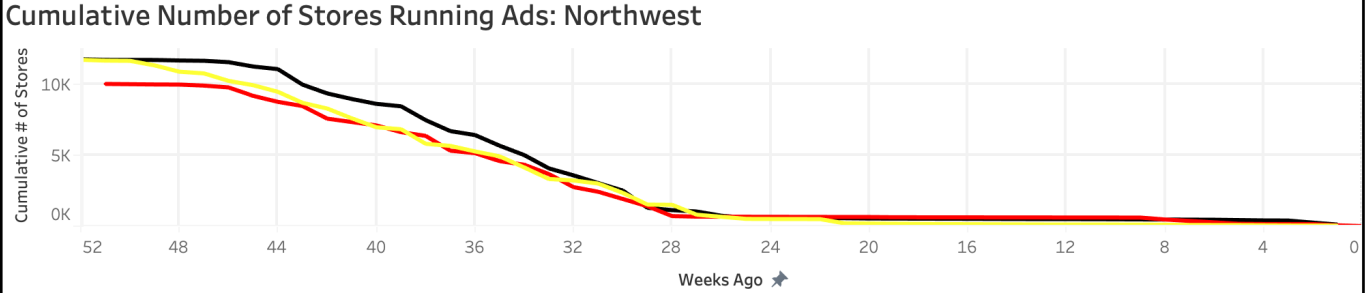
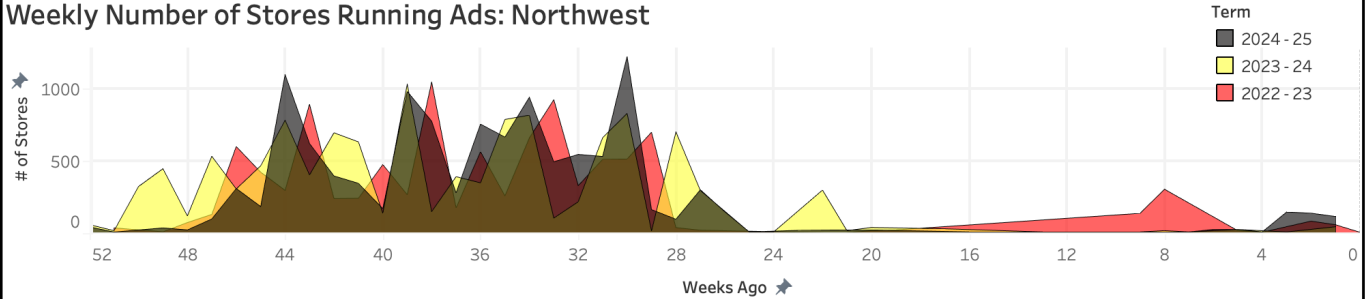


Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	43,703	36,301	38,603
Seedless	\$ 4.32	\$ 4.02	\$ 5.28
Mini	\$ 3.22	\$ 3.07	\$ 3.65
Organic Seedless	\$ 6.99	\$ 5.99	\$ 7.19
Organic Mini	\$ 4.78	\$ 5.22	\$ 5.18

Percent of Ads for Organic: Southwest



Northwest



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	10,071	11,781	11,818
Seedless	\$ 5.07	\$ 5.85	\$ 5.58
Mini	\$ 4.25	\$ 4.02	\$ 3.88
Organic Seedless	\$ 5.99	\$ 5.98	\$ 9.03
Organic Mini	\$ 5.23	\$ 5.52	\$ 5.37

