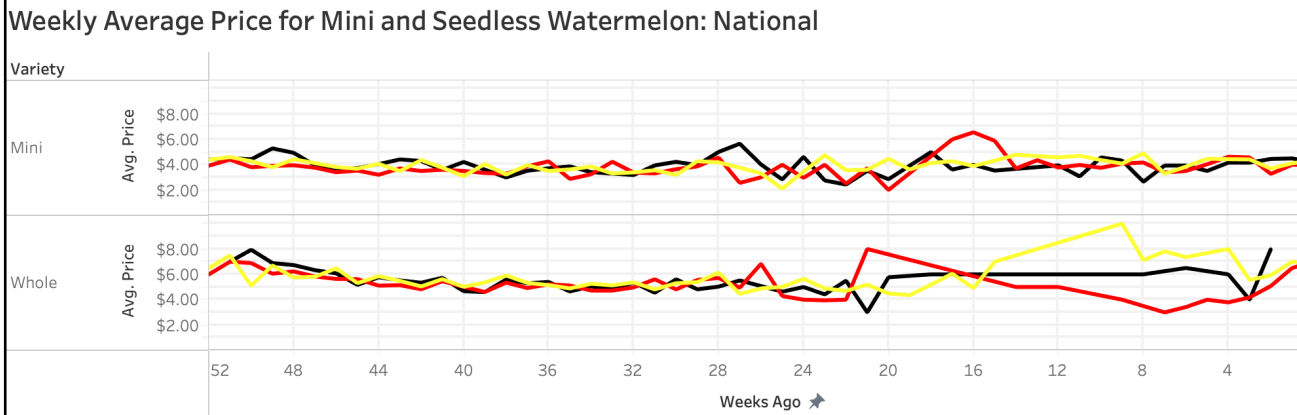
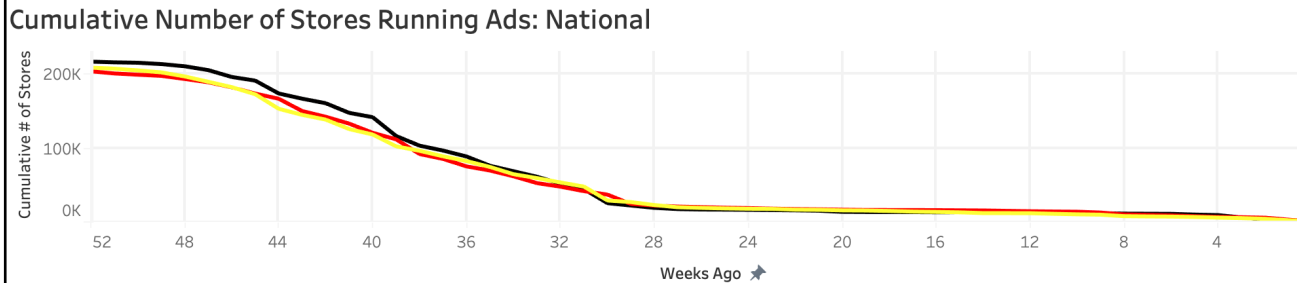
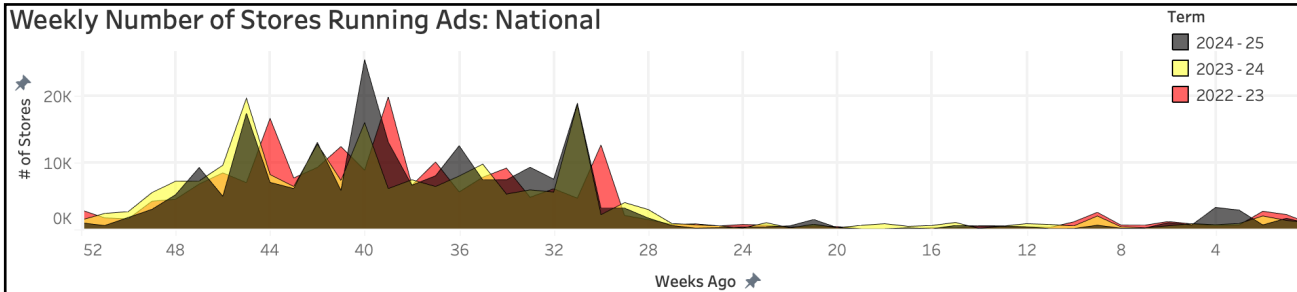


Retail Ad Report

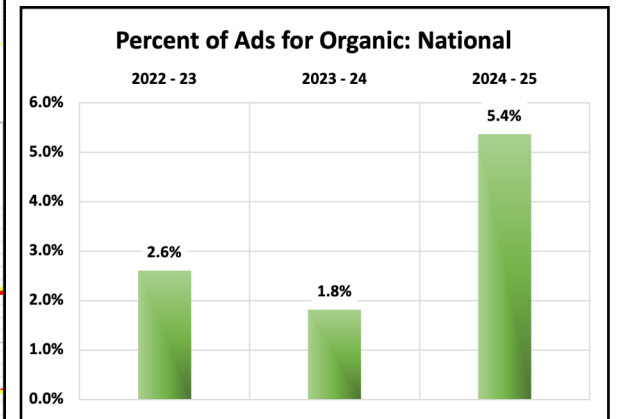
Compiled by the National Watermelon Promotion Board



Data current through March 28, 2025



| Price per Each | 2022 - 23 | 2023 - 24 | 2024 - 25 |
|------------------|-----------|-----------|-----------|
| # of Stores | 203,681 | 208,614 | 216,735 |
| Seedless | \$ 5.18 | \$ 5.79 | \$ 5.51 |
| Mini | \$ 3.80 | \$ 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

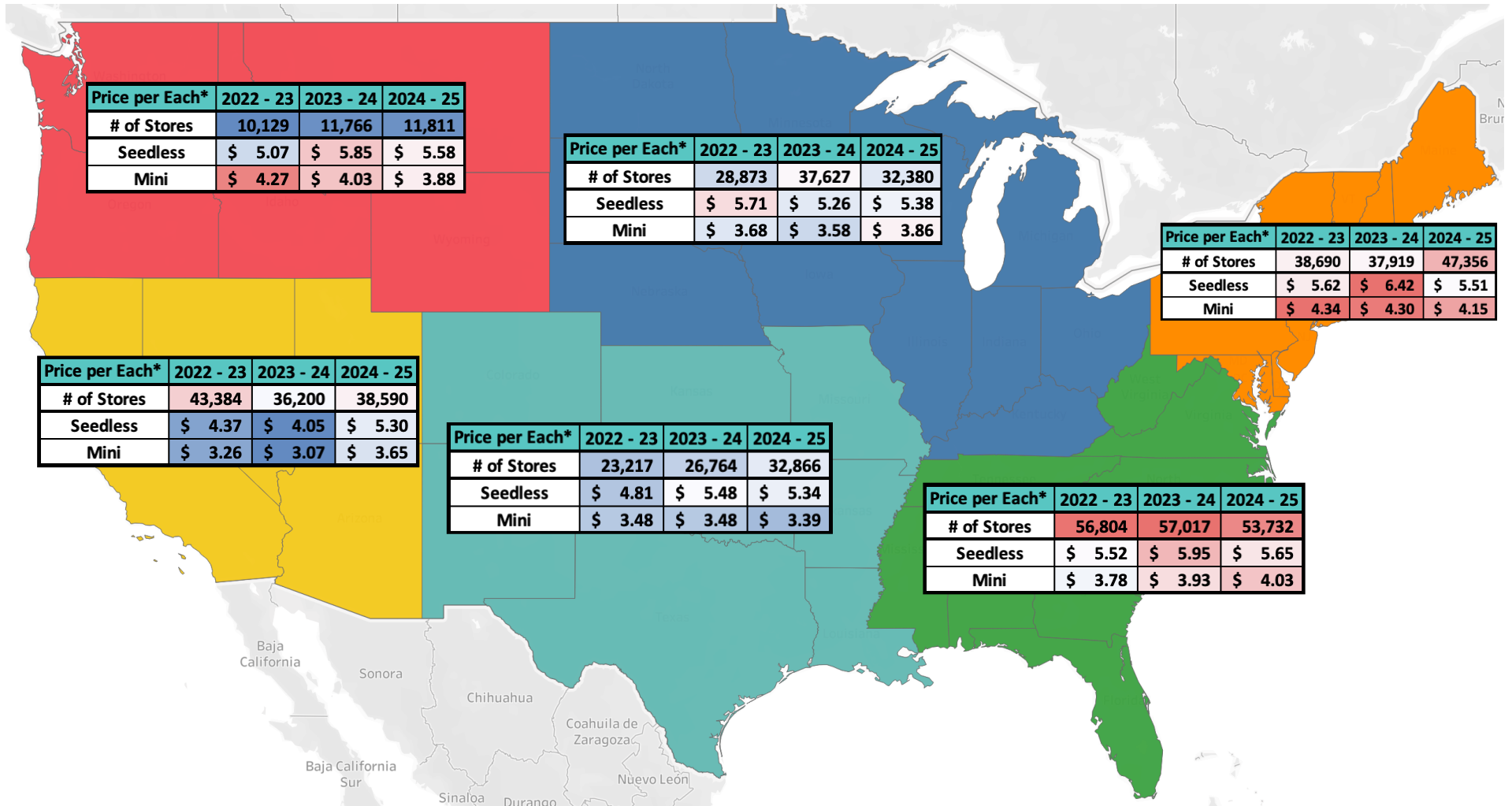
| Region | Midwest | | | Northeast | | | Northwest | | | South Central | | | Southeast | | | Southwest | | | National | | |
|---------|-------------|------------------|--------------|-------------|------------------|--------------|-------------|------------------|--------------|---------------|------------------|--------------|-------------|------------------|--------------|-------------|------------------|--------------|-------------|------------------|--------------|
| 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 | 638 | \$ 7.23 | \$3.68 | 1463 | \$ 3.91 | \$4.30 | 205 | NA | \$5.06 | 701 | \$ 3.44 | \$4.16 | 3092 | \$ 6.65 | \$3.72 | 823 | \$ 3.99 | \$3.83 | 6955 | \$ 5.30 | \$4.09 |
| 2023-24 | 729 | \$ 6.99 | \$4.31 | 2496 | \$ 3.99 | \$4.06 | 95 | NA | \$4.32 | 531 | \$ 7.49 | \$3.89 | 1600 | \$ 7.28 | \$4.25 | 393 | \$ 4.66 | \$2.66 | 5844 | \$ 6.65 | \$4.20 |
| 2024-25 | 1734 | \$ 5.99 | \$3.83 | 2584 | NA | \$4.41 | 435 | \$ 3.99 | \$4.16 | 1366 | \$ 6.99 | \$3.82 | 1732 | \$ 3.99 | \$4.15 | 1415 | NA | \$4.78 | 9266 | \$ 5.99 | \$4.29 |

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

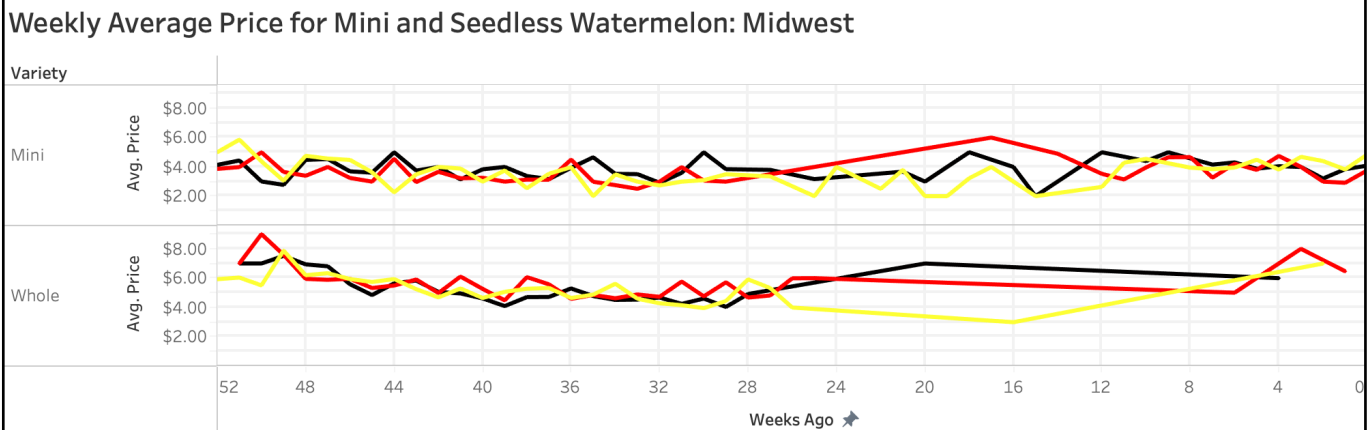
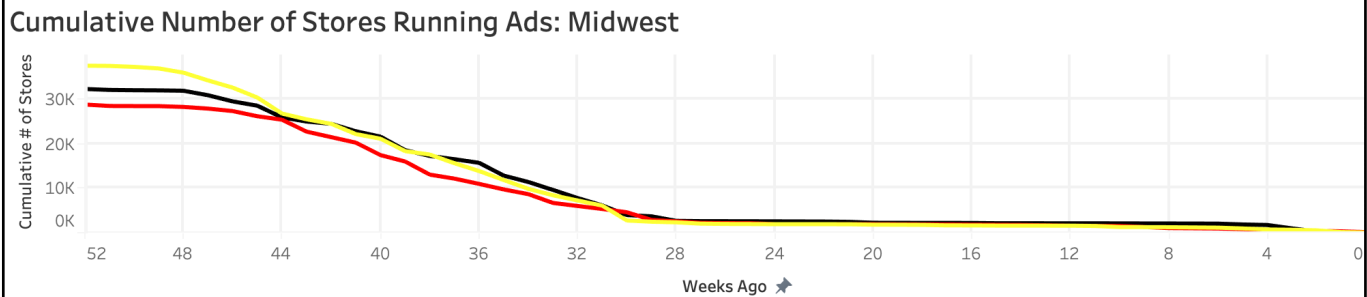
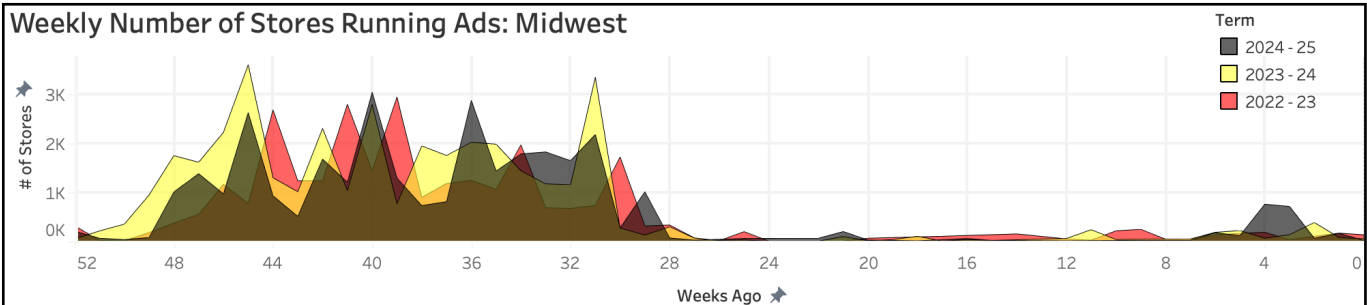


Regional Map

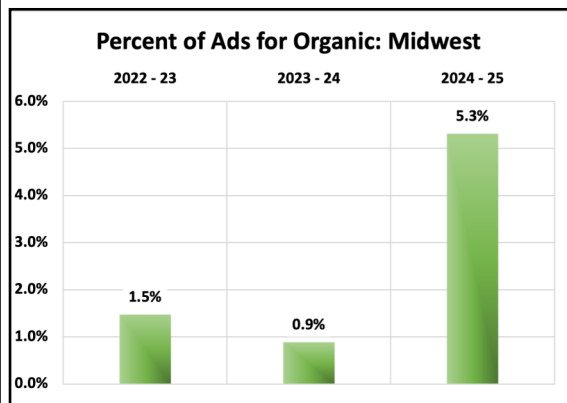


* Although included in # of Stores, organic prices omitted from average.

Midwest

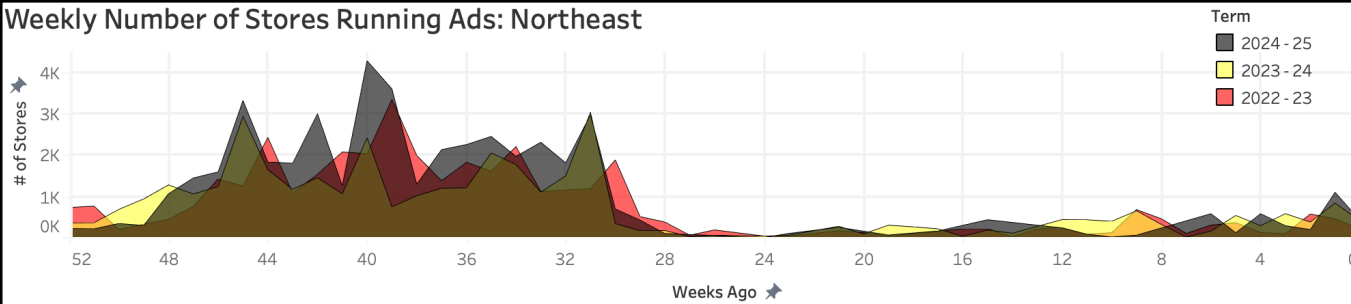


| Price per Each | 2022 - 23 | 2023 - 24 | 2024 - 25 |
|------------------|-----------|-----------|-----------|
| # of Stores | 28,873 | 37,627 | 32,380 |
| Seedless | \$ 5.71 | \$ 5.26 | \$ 5.38 |
| Mini | \$ 3.68 | \$ 3.58 | \$ 3.86 |
| Organic Seedless | \$ 7.99 | NA | \$ 5.99 |
| Organic Mini | \$ 4.97 | \$ 4.78 | \$ 4.96 |

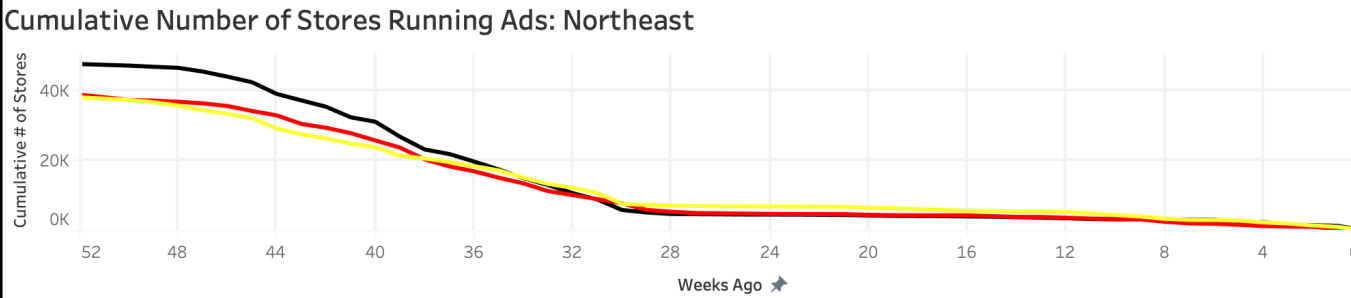


Northeast

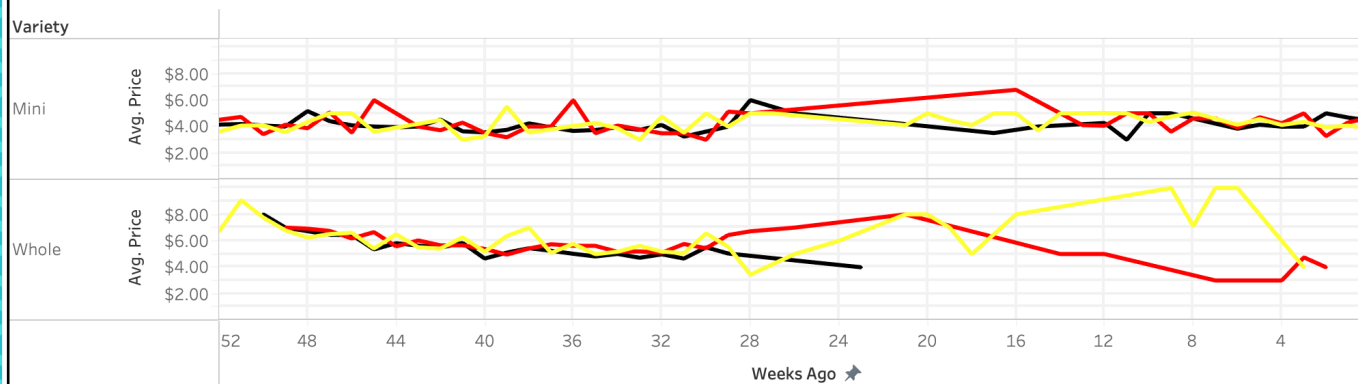
Weekly Number of Stores Running Ads: Northeast



Cumulative Number of Stores Running Ads: Northeast

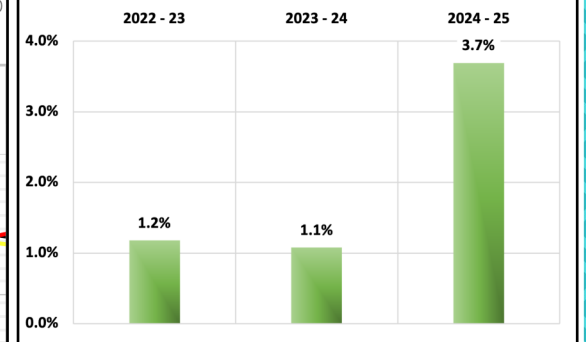


Weekly Average Price for Mini and Seedless Watermelon: Northeast



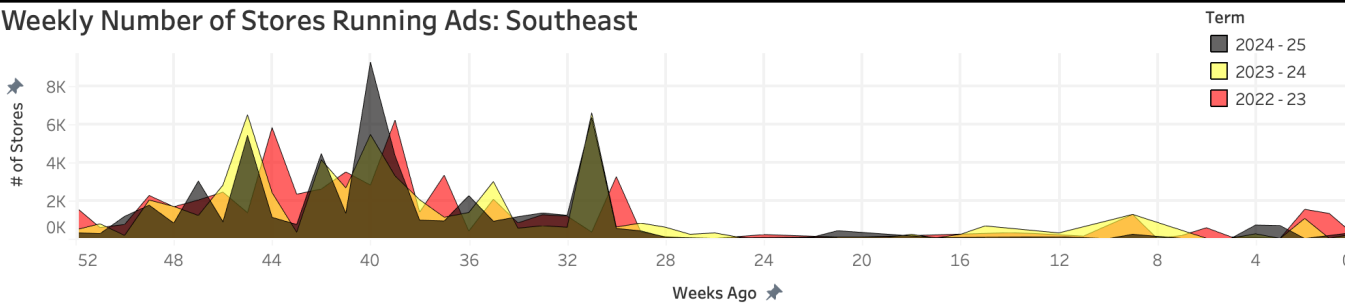
| Price per Each | 2022 - 23 | 2023 - 24 | 2024 - 25 |
|------------------|-----------|-----------|-----------|
| # of Stores | 38,690 | 37,919 | 47,356 |
| Seedless | \$ 5.62 | \$ 6.42 | \$ 5.51 |
| Mini | \$ 4.34 | \$ 4.30 | \$ 4.15 |
| Organic Seedless | \$ 8.99 | \$ 8.70 | \$ 9.56 |
| Organic Mini | \$ 6.13 | \$ 5.56 | \$ 5.30 |

Percent of Ads for Organic: Northeast

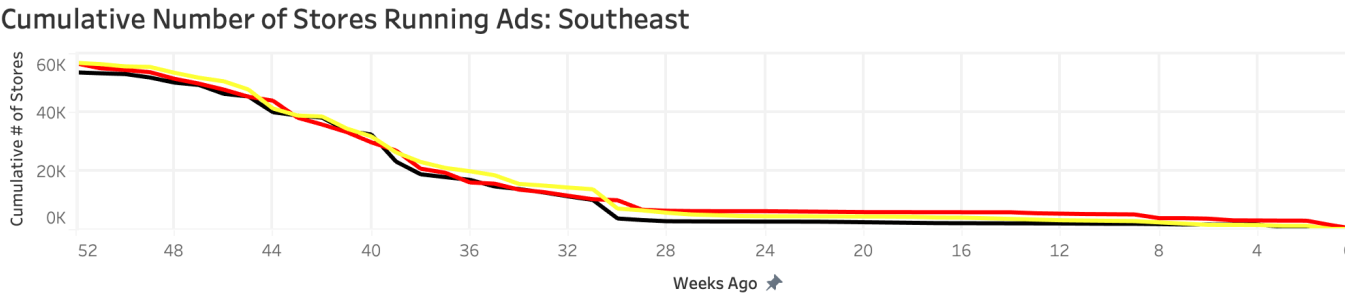


Southeast

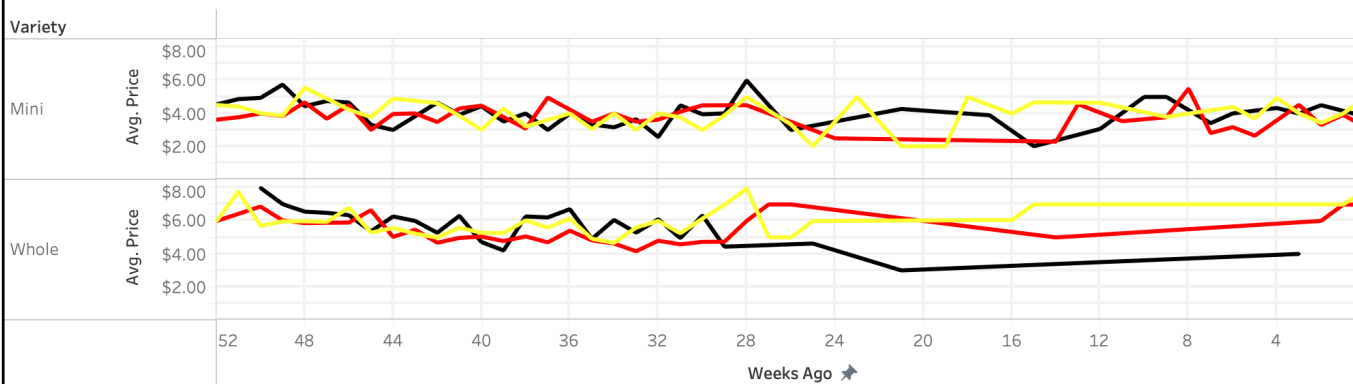
Weekly Number of Stores Running Ads: Southeast



Cumulative Number of Stores Running Ads: Southeast

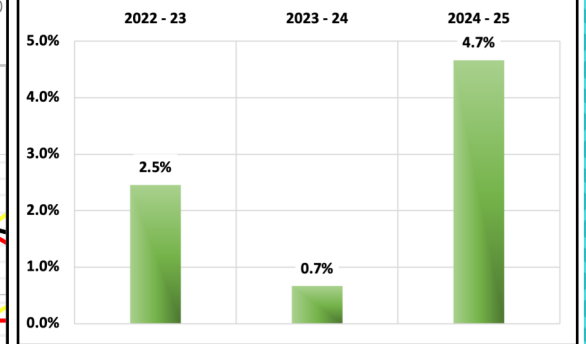


Weekly Average Price for Mini and Seedless Watermelon: Southeast

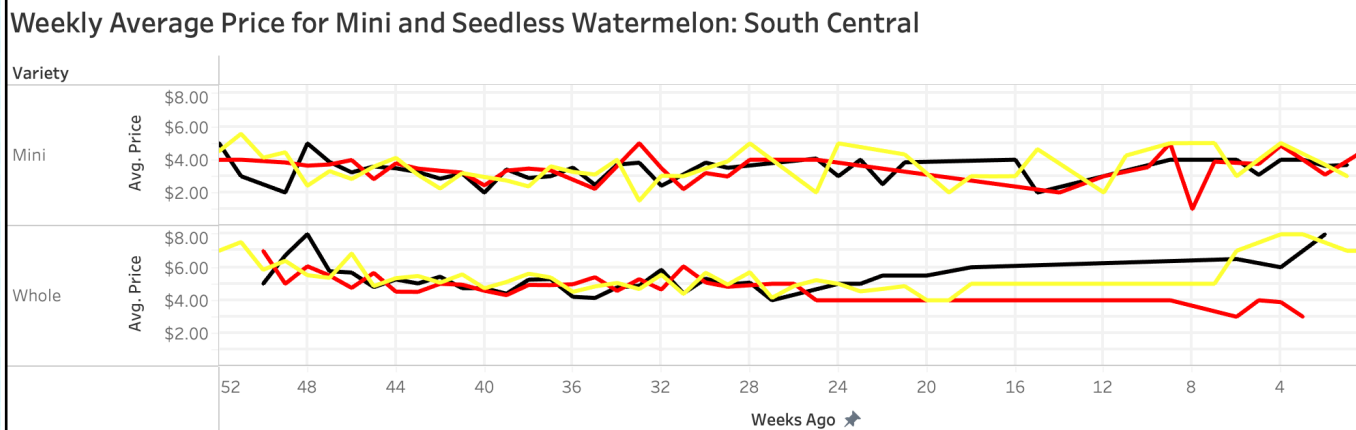
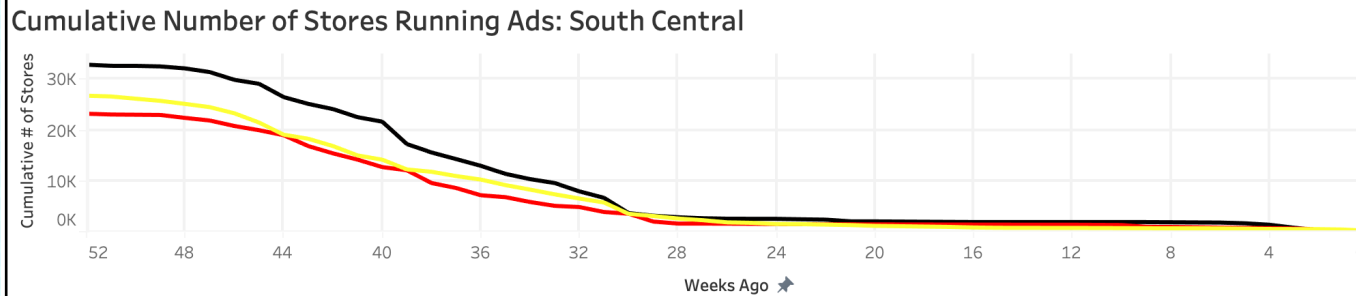
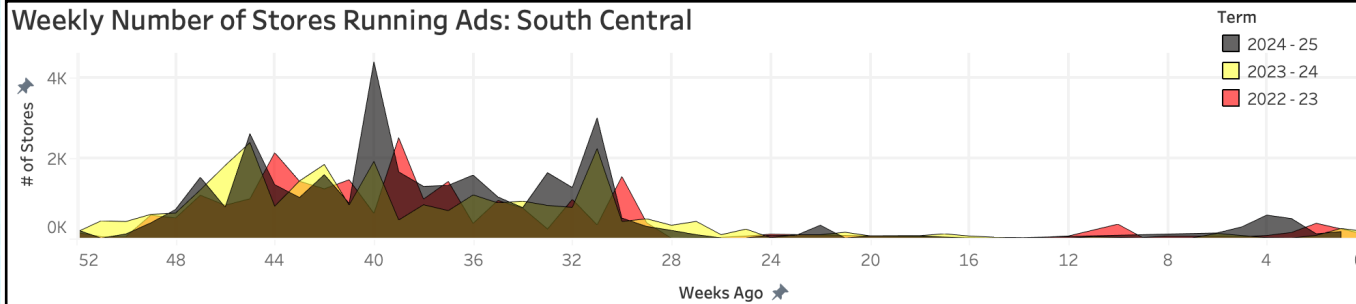


| Price per Each | 2022 - 23 | 2023 - 24 | 2024 - 25 |
|------------------|-----------|-----------|-----------|
| # of Stores | 56,804 | 57,017 | 53,732 |
| Seedless | \$ 5.52 | \$ 5.95 | \$ 5.65 |
| Mini | \$ 3.78 | \$ 3.93 | \$ 4.03 |
| Organic Seedless | \$ 4.74 | NA | NA |
| Organic Mini | \$ 4.79 | \$ 4.58 | \$ 4.91 |

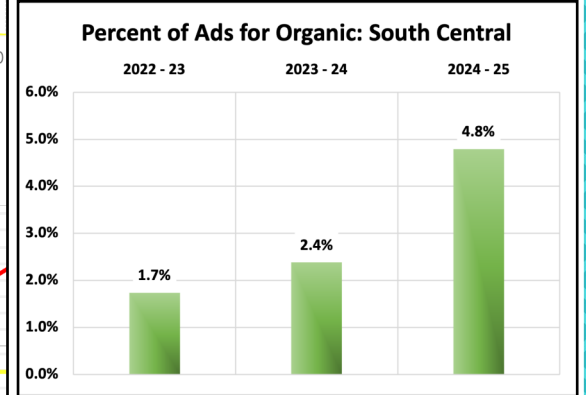
Percent of Ads for Organic: Southeast



South Central

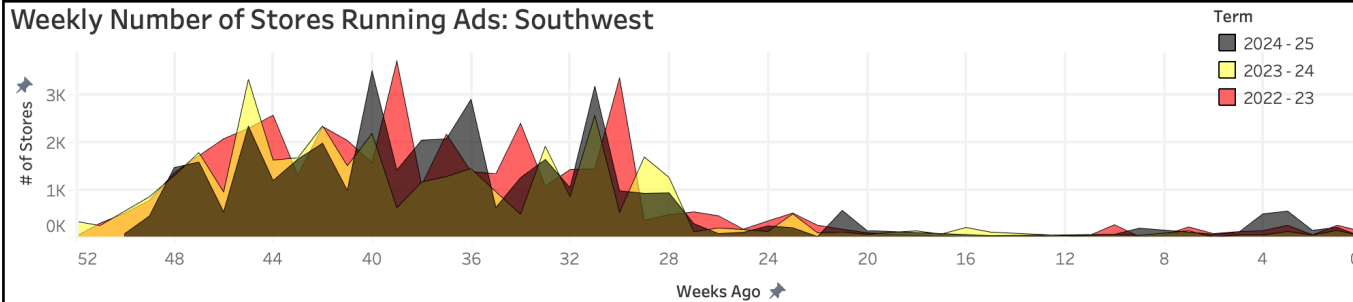


| Price per Each | 2022 - 23 | 2023 - 24 | 2024 - 25 |
|------------------|-----------|-----------|-----------|
| # of Stores | 23,217 | 26,764 | 32,866 |
| Seedless | \$ 4.81 | \$ 5.48 | \$ 5.34 |
| Mini | \$ 3.48 | \$ 3.48 | \$ 3.39 |
| Organic Seedless | NA | NA | \$ 6.49 |
| Organic Mini | \$ 4.66 | \$ 5.23 | \$ 5.09 |

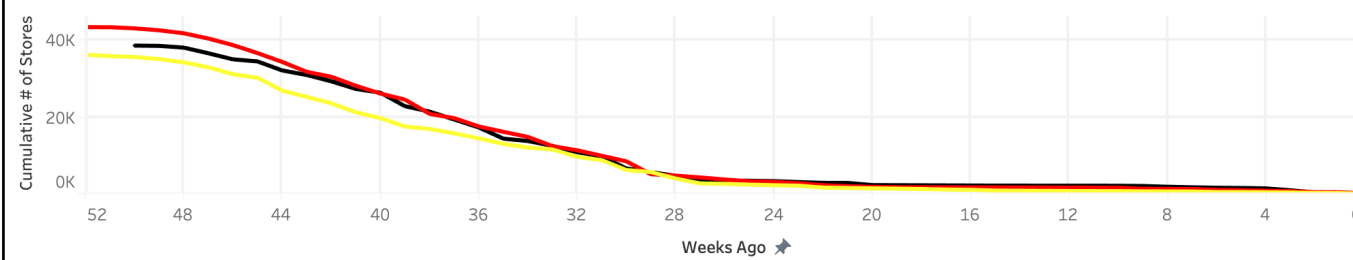


Southwest

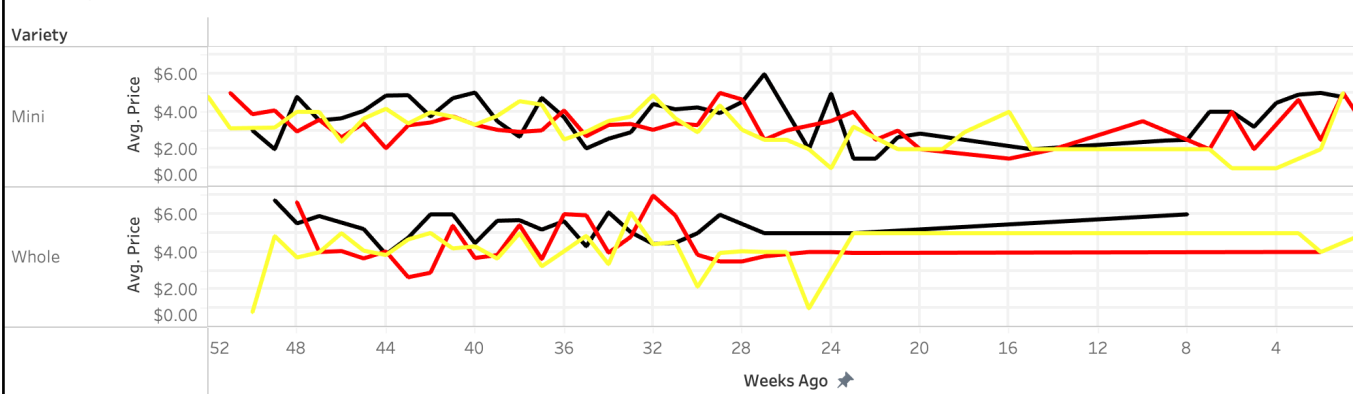
Weekly Number of Stores Running Ads: Southwest



Cumulative Number of Stores Running Ads: Southwest

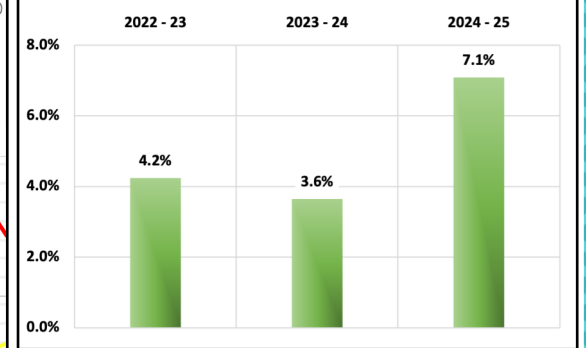


Weekly Average Price for Mini and Seedless Watermelon: Southwest

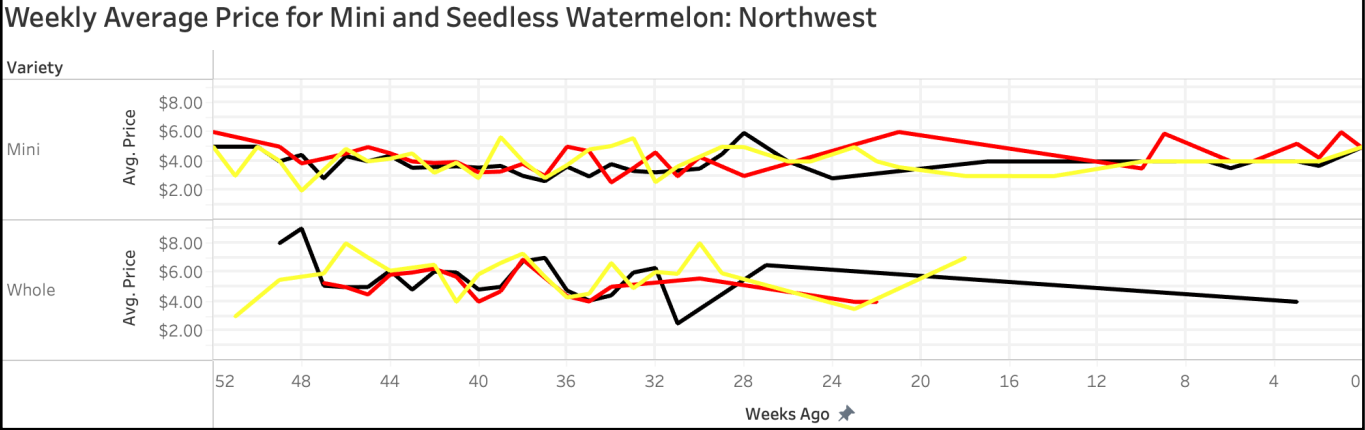
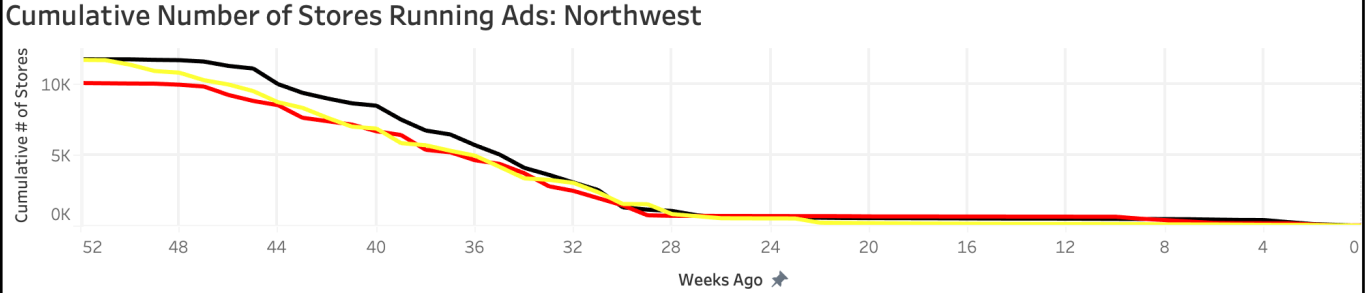
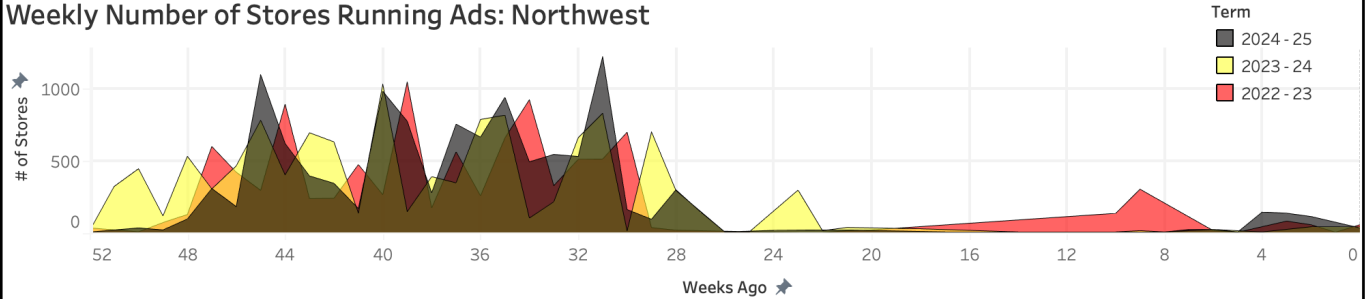


| Price per Each | 2022 - 23 | 2023 - 24 | 2024 - 25 |
|------------------|-----------|-----------|-----------|
| # of Stores | 43,384 | 36,200 | 38,590 |
| Seedless | \$ 4.37 | \$ 4.05 | \$ 5.30 |
| Mini | \$ 3.26 | \$ 3.07 | \$ 3.65 |
| Organic Seedless | \$ 6.99 | \$ 5.99 | \$ 7.19 |
| Organic Mini | \$ 4.78 | \$ 5.22 | \$ 5.18 |

Percent of Ads for Organic: Southwest



Northwest



| Price per Each | 2022 - 23 | 2023 - 24 | 2024 - 25 |
|------------------|-----------|-----------|-----------|
| # of Stores | 10,129 | 11,766 | 11,811 |
| Seedless | \$ 5.07 | \$ 5.85 | \$ 5.58 |
| Mini | \$ 4.27 | \$ 4.03 | \$ 3.88 |
| Organic Seedless | \$ 5.99 | \$ 5.98 | \$ 9.03 |
| Organic Mini | \$ 5.23 | \$ 5.52 | \$ 5.37 |

