



# Watermelon Market Report

Compiled by the National Watermelon Promotion Board

## Market

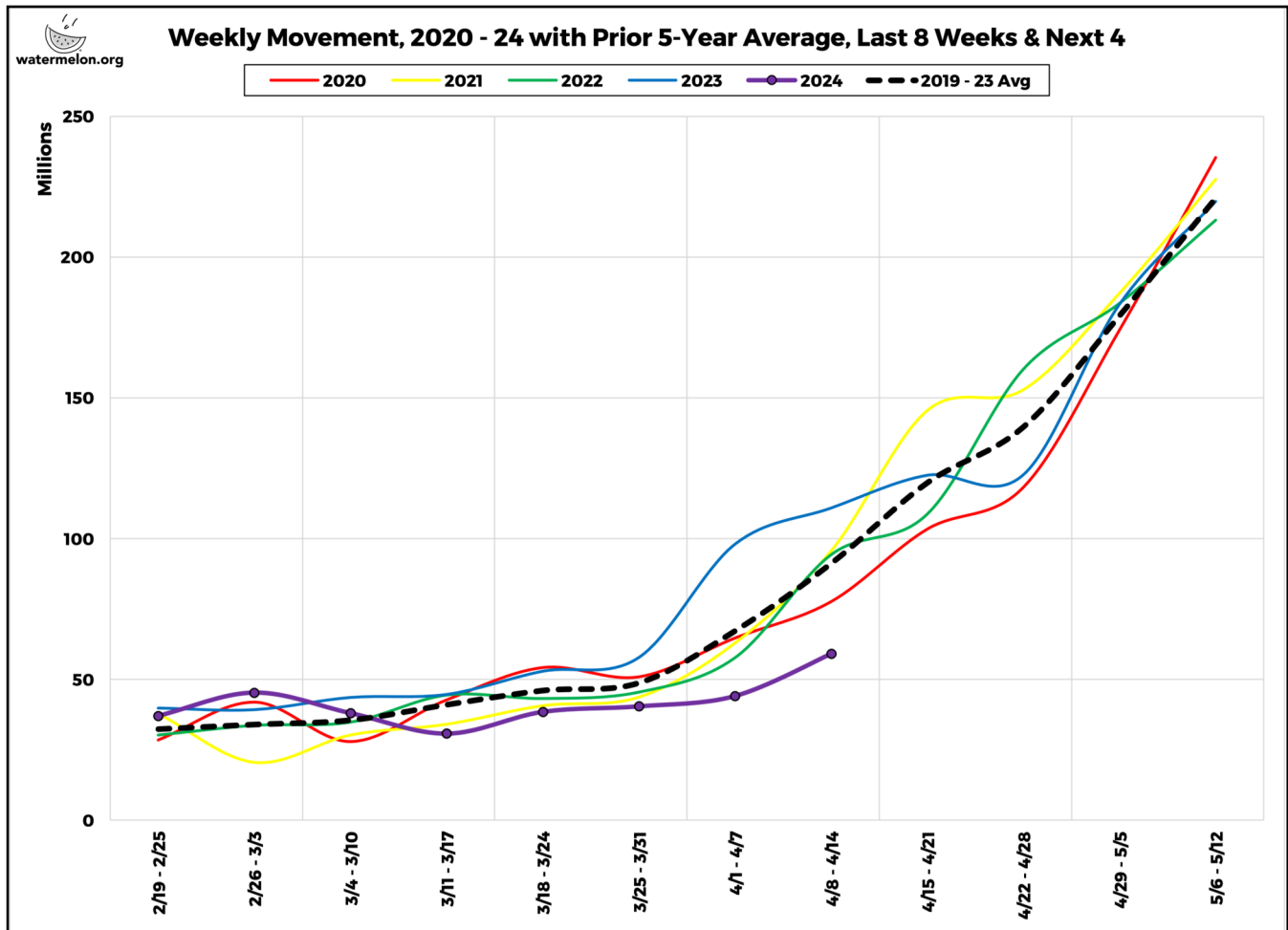
Data current through April 15, 2024

- Movement starting to pick up (+53% over week prior), but still below pace
- Price points more fully reported including Florida, falling off as is customary for time of year

Movement	2024	2023	2024 v 23	2019—23 Avg	2024 v Avg
Last 7 Days	66,390,000	114,740,000	-42.1%	94,738,000	-29.9%
Last 30 Days	195,7410,000	342,080,000	-42.8%	274,638,000	-28.7%
Year to Date	613,170,000	763,190,000	-19.7%	632,072,000	-3.0%

## Movement

- Slow start to domestic season continues, but hope on the horizon
- Ramp up starting to occur, but ground to make up, which *can* happen quickly



Source: AMS Market News Portal

To download NWPB's detailed Excel files visit:

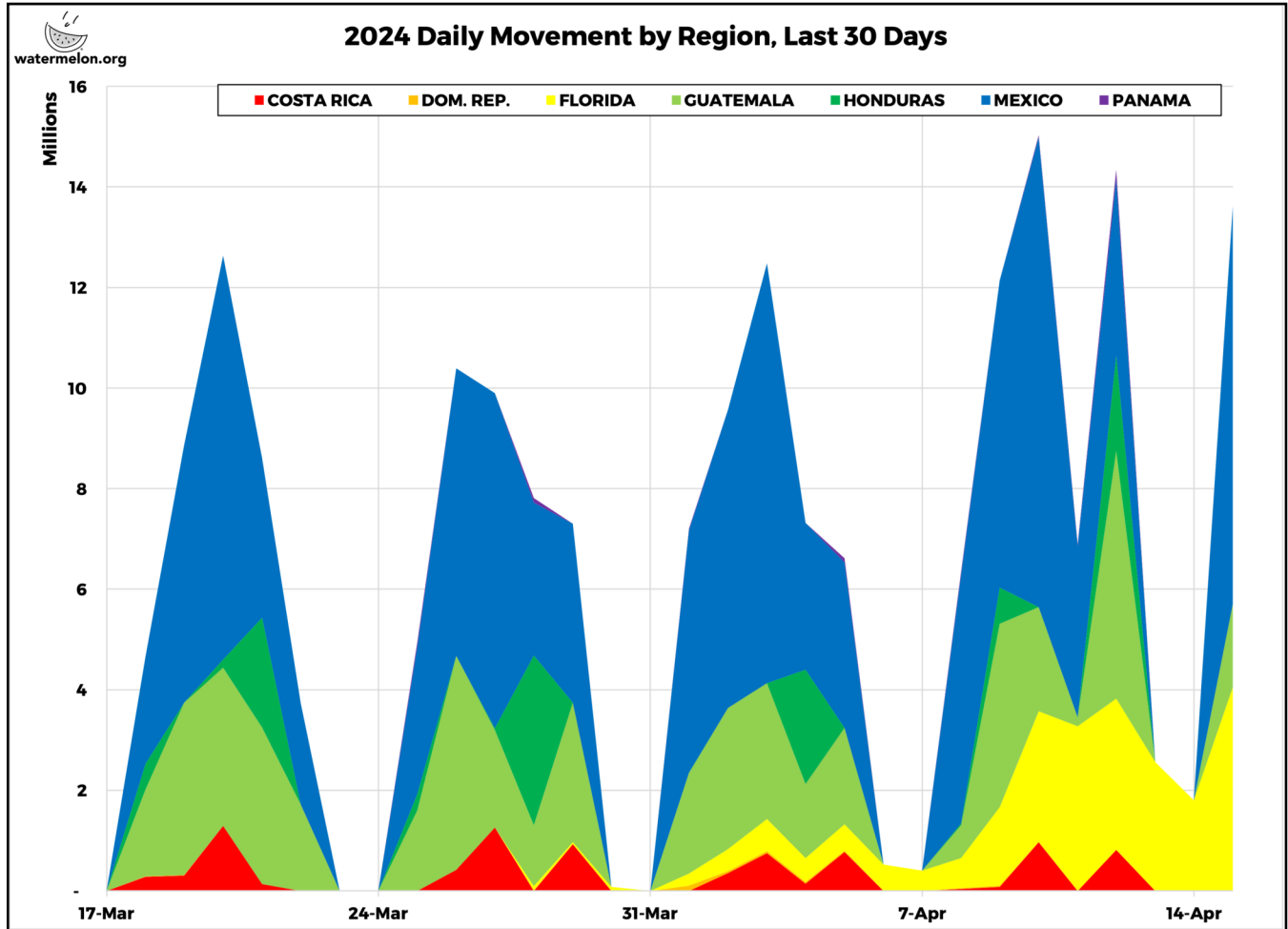
<https://www.watermelon.org/audiences/industry/research/supply-chain-research>

For questions or expanded information reach out to:

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## Source Regions—Last Week vs. Prior

- **Decreasing volume:** Dominican Republic
- **Stable volume:** Costa Rica, Honduras
- **Increasing volume:** Florida, Guatemala, Mexico, Panama





## Last 7 Days Movement:

- Mexico 18% below 2023, 40% below average
- Florida 69% below 2023, 42% below average
- Guatemala 48% above 2023, well above average
- Honduras 43% below 2023, 40% below average
- Costa Rica 3% above 2023, 40% above average
- Panama 74% below 2023, 48% below average
- Dom. Rep. 82% below 2023, 29% below average
- Texas has reported this early, but rare

Region	Last 7 Days				
	2024	2023	2024 v 23	2019 - 23 Avg	2024 v Avg
MEXICO	30,290,000	37,090,000	-18%	50,394,000	-40%
FLORIDA	18,850,000	61,680,000	-69%	32,340,000	-42%
GUATEMALA	12,480,000	8,440,000	48%	5,712,000	118%
HONDURAS	2,620,000	4,560,000	-43%	4,386,000	-40%
COSTA RICA	1,860,000	1,810,000	3%	1,332,000	40%
PANAMA	270,000	1,050,000	-74%	524,000	-48%
DOM. REP.	20,000	110,000	-82%	28,000	-29%
TEXAS	0	0	NA	22,000	-100%
BRAZIL	0	0	NA	0	NA
CALIFORNIA	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
DELAWARE	0	0	NA	0	NA
MICHIGAN	0	0	NA	0	NA
NORTH CAROLINA	0	0	NA	0	NA
INDIANA	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
CANADA	0	0	NA	0	NA
MISSOURI	0	0	NA	0	NA
SOUTH CAROLINA	0	0	NA	0	NA
ARIZONA	0	0	NA	0	NA
GEORGIA	0	0	NA	0	NA
MISSISSIPPI	0	0	NA	0	NA
ALABAMA	0	0	NA	0	NA
<b>Total</b>	<b>66,390,000</b>	<b>114,740,000</b>	<b>-42.1%</b>	<b>94,738,000</b>	<b>-29.9%</b>

Region	Last 30 Days				
	2024	2023	2024 v 23	2019 - 23 Avg	2024 v Avg
MEXICO	102,920,000	147,420,000	-30%	161,002,000	-36%
GUATEMALA	48,970,000	40,910,000	20%	30,474,000	61%
FLORIDA	22,890,000	118,240,000	-81%	52,764,000	-57%
HONDURAS	11,510,000	21,650,000	-47%	21,268,000	-46%
COSTA RICA	8,520,000	8,300,000	3%	6,700,000	27%
PANAMA	630,000	5,230,000	-88%	2,324,000	-73%
DOM. REP.	300,000	260,000	15%	62,000	384%
BRAZIL	0	70,000	-100%	22,000	-100%
TEXAS	0	0	NA	22,000	-100%
OKLAHOMA	0	0	NA	0	NA
CALIFORNIA	0	0	NA	0	NA
DELAWARE	0	0	NA	0	NA
MICHIGAN	0	0	NA	0	NA
NORTH CAROLINA	0	0	NA	0	NA
INDIANA	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
CANADA	0	0	NA	0	NA
MISSOURI	0	0	NA	0	NA
SOUTH CAROLINA	0	0	NA	0	NA
ARIZONA	0	0	NA	0	NA
GEORGIA	0	0	NA	0	NA
MISSISSIPPI	0	0	NA	0	NA
ALABAMA	0	0	NA	0	NA
<b>Total</b>	<b>195,740,000</b>	<b>342,080,000</b>	<b>-42.8%</b>	<b>274,638,000</b>	<b>-28.7%</b>

## Last 30 Days Movement:

- Mexico 30% below 2023, 36% below average
- Guatemala 20% above 2023, 61% above average
- Florida 81% below 2023, 57% below average
- Honduras 47% below 2023, 46% below average
- Costa Rica 3% above 2023, 27% above average
- Panama 88% below 2023, 73% below average
- Dom. Rep. 15% above 2023, well above average

## Year to Date Movement:

- Mexico 23% below 2023, 14% below average
- Guatemala 31% above 2023, 56% above average
- Honduras 12% below 2023, 25% below average
- Florida 81% below 2023, 57% below average
- Costa Rica 92% above 2023, 83% above average
- Dom. Rep. 15% above 2023, well above average
- Panama 87% below 2023, 72% below average
- Brazil 44% below 2023, 25% below average

Region	To Date				
	2024	2023	2024 v 23	2019 - 23 Avg	2024 v Avg
MEXICO	334,960,000	434,360,000	-23%	387,286,000	-14%
GUATEMALA	192,830,000	146,850,000	31%	123,852,000	56%
HONDURAS	40,440,000	45,770,000	-12%	53,884,000	-25%
FLORIDA	22,890,000	118,240,000	-81%	52,764,000	-57%
COSTA RICA	18,930,000	9,880,000	92%	10,336,000	83%
DOM. REP.	1,750,000	1,520,000	15%	424,000	313%
PANAMA	730,000	5,430,000	-87%	2,654,000	-72%
BRAZIL	640,000	1,140,000	-44%	850,000	-25%
TEXAS	0	0	NA	22,000	-100%
CALIFORNIA	0	0	NA	0	NA
GEORGIA	0	0	NA	0	NA
INDIANA	0	0	NA	0	NA
NORTH CAROLINA	0	0	NA	0	NA
MISSOURI	0	0	NA	0	NA
ARIZONA	0	0	NA	0	NA
DELAWARE	0	0	NA	0	NA
MICHIGAN	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
SOUTH CAROLINA	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
CANADA	0	0	NA	0	NA
ALABAMA	0	0	NA	0	NA
MISSISSIPPI	0	0	NA	0	NA
<b>Total</b>	<b>613,170,000</b>	<b>763,190,000</b>	<b>-19.7%</b>	<b>632,072,000</b>	<b>-3.0%</b>

# Seedless FOB Pricing

- Prices can fall off quickly around this time of year
- Florida tracking closely with Texas crossings, though a touch higher, Nogales crossings lower

Seedless FOB	2024	2023	2019—23
Last 7 Days	\$0.526	\$0.326	\$0.342
Last 30 Days	\$0.566	\$0.359	\$0.362
Year to Date	\$0.483	\$0.368	\$0.358

