



Watermelon Market Report

Compiled by the National Watermelon Promotion Board

Market

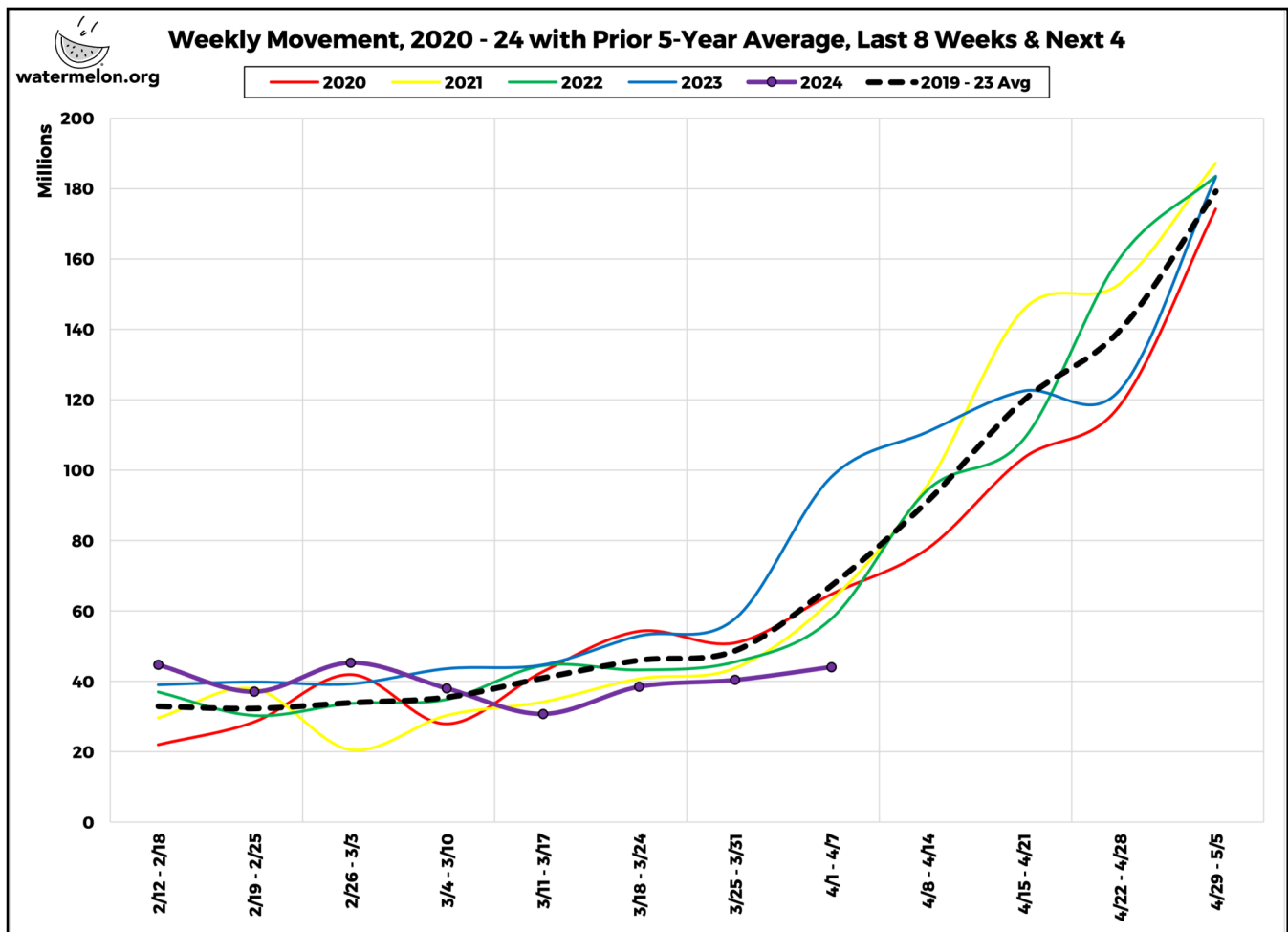
Data current through April 8, 2024

- Movement remains relatively flat, lagging the takeoff of recent years
- Very few price points being reported, those we have point to FOB prices ticking up slightly

Movement	2024	2023	2024 v 23	2019—23 Avg	2024 v Avg
Last 7 Days	43,250,000	102,550,000	-57.8%	72,500,000	-40.3%
Last 30 Days	160,090,000	267,230,000	-40.1%	218,212,000	-26.6%
Year to Date	546,780,000	648,450,000	-15.7%	537,334,000	1.8%

Movement

- Past month more than 26% below average and around 40% lower than last year
- Gap to average widens as volume typically starts to increase substantially during this time



Source: AMS Market News Portal

To download NWPB's detailed Excel files visit:

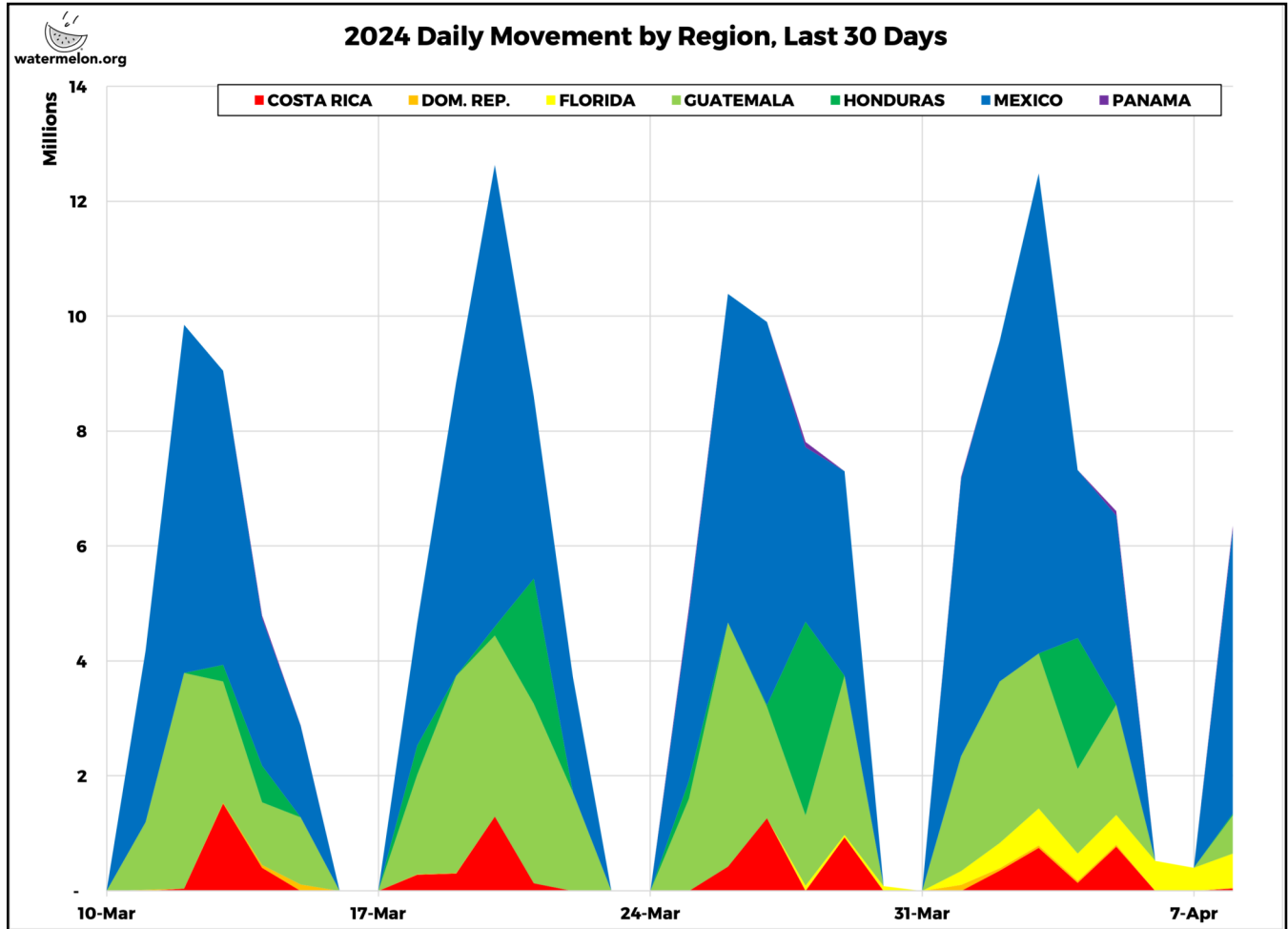
<https://www.watermelon.org/audiences/industry/research/supply-chain-research>

For questions or expanded information reach out to:

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Source Regions—Last Week vs. Prior

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





Last 7 Days Movement:

- Mexico 34% below 2023, 37% below average
- Guatemala 9% above 2023, 11% above average
- Florida 92% below 2023, 79% below average
- Honduras 69% below 2023, 55% below average
- Costa Rica 35% above 2023, 57% above average
- Panama 81% below 2023, 68% below average
- Dom. Rep. well above 2023 and average

Region	Last 7 Days				
	2024	2023	2024 v 23	2019 - 23 Avg	2024 v Avg
MEXICO	25,430,000	38,720,000	-34%	40,132,000	-37%
GUATEMALA	9,560,000	8,770,000	9%	8,640,000	11%
FLORIDA	3,600,000	45,320,000	-92%	16,824,000	-79%
HONDURAS	2,310,000	7,430,000	-69%	5,122,000	-55%
COSTA RICA	2,050,000	1,520,000	35%	1,304,000	57%
PANAMA	150,000	780,000	-81%	476,000	-68%
DOM. REP.	150,000	10,000	1400%	2,000	7400%
BRAZIL	0	0	NA	0	NA
TEXAS	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
Total	43,250,000	102,550,000	-57.8%	72,500,000	-40.3%

Region	Last 30 Days				
	2024	2023	2024 v 23	2019 - 23 Avg	2024 v Avg
MEXICO	90,940,000	140,110,000	-35%	133,892,000	-32%
GUATEMALA	45,780,000	40,480,000	13%	32,226,000	42%
HONDURAS	9,820,000	17,630,000	-44%	21,892,000	-55%
COSTA RICA	8,620,000	7,690,000	12%	7,624,000	13%
FLORIDA	4,040,000	56,560,000	-93%	20,424,000	-80%
DOM. REP.	470,000	280,000	68%	68,000	591%
PANAMA	420,000	4,340,000	-90%	2,028,000	-79%
BRAZIL	0	140,000	-100%	58,000	-100%
TEXAS	0	0	NA	0	NA
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
Total	160,090,000	267,230,000	-40.1%	218,212,000	-26.6%

Last 30 Days Movement:

- Mexico 35% below 2023, 32% below average
- Guatemala 13% above 2023, 42% above average
- Honduras 44% below 2023, 55% below average
- Costa Rica 12% above 2023, 13% above average
- Florida 93% below 2023, 80% below average
- Dom. Rep. 68% above 2023, well above average
- Panama 90% below 2023, 79% below average

Year to Date Movement:

- Mexico 23% below 2023, 10% below average
- Guatemala 30% above 2023, 53% above average
- Honduras 8% below 2023, 24% below average
- Costa Rica well above 2023, 90% above average
- Florida 93% below 2023, 80% below average
- Dom. Rep. 23% above 2023, well above average
- Brazil 44% below 2023, 25% below average
- Panama 89% below 2023, 78% below average

Region	To Date				
	2024	2023	2024 v 23	2019 - 23 Avg	2024 v Avg
MEXICO	304,670,000	397,270,000	-23%	336,892,000	-10%
GUATEMALA	180,350,000	138,410,000	30%	118,140,000	53%
HONDURAS	37,820,000	41,210,000	-8%	49,498,000	-24%
COSTA RICA	17,070,000	8,070,000	112%	9,004,000	90%
FLORIDA	4,040,000	56,560,000	-93%	20,424,000	-80%
DOM. REP.	1,730,000	1,410,000	23%	396,000	337%
BRAZIL	640,000	1,140,000	-44%	850,000	-25%
PANAMA	460,000	4,380,000	-89%	2,130,000	-78%
CALIFORNIA	0	0	NA	0	NA
GEORGIA	0	0	NA	0	NA
INDIANA	0	0	NA	0	NA
TEXAS	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
Total	546,780,000	648,450,000	-15.7%	537,334,000	1.8%

Seedless FOB Pricing

- Market pushed another tick higher in most recent week
- Only Texas crossings from Mexico reported past four weeks, very few price points implies tighter supply

Seedless FOB	2024	2023	2019—23
Last 7 Days	\$0.611	\$0.345	\$0.355
Last 30 Days	\$0.582	\$0.379	\$0.372
Year to Date	\$0.477	\$0.375	\$0.361

