



Retail Scan Data

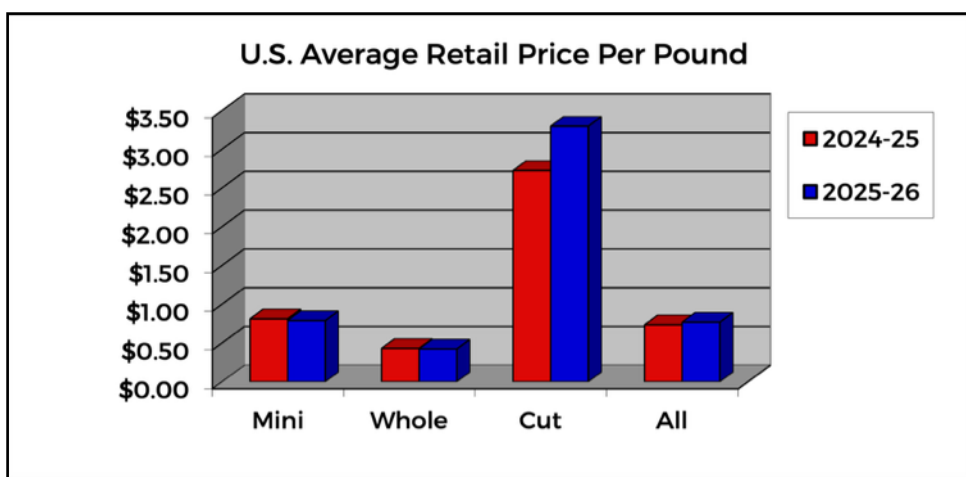
Compiled by the National Watermelon Promotion Board



Data current through
June 14, 2026

Retail Sales in Pounds				
Category	2024-25	2025-26	% Change	2025-26 Share
Mini	362,544,459	388,105,592	7.1%	9.9%
Whole	3,117,536,431	3,090,819,401	-0.9%	79.2%
Cut	464,329,736	422,442,062	-9.0%	10.8%
Total	3,944,410,626	3,901,367,055	-1.1%	100.0%

Retail Price per Pound		
Category	2024-25	2025-26
Mini	\$0.81	\$0.79
Whole	\$0.43	\$0.42
Cut	\$2.72	\$3.30
All	\$0.74	\$0.77



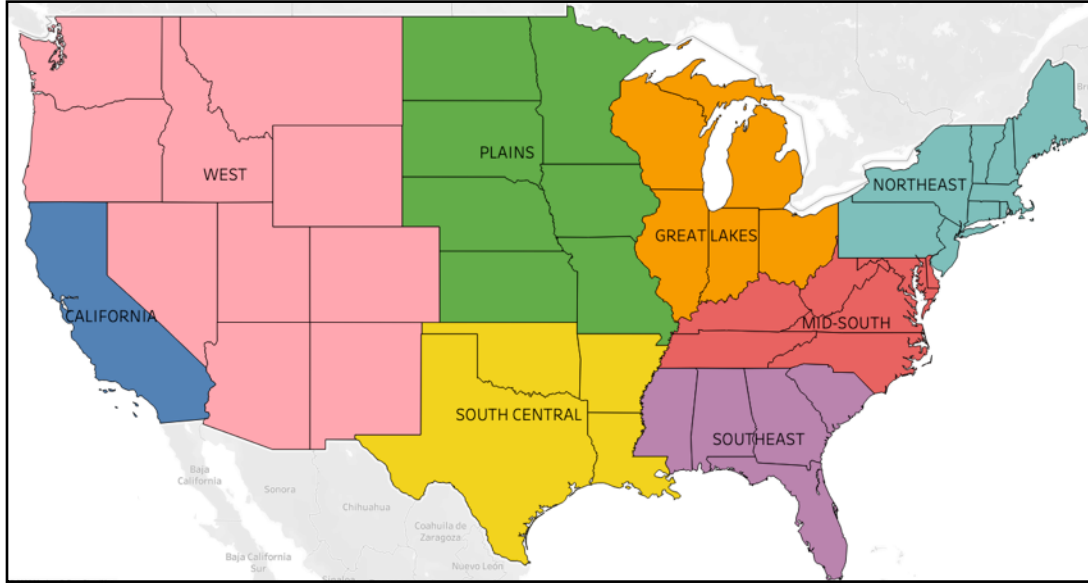
Regional Price Per Pound			
Region	Whole Price/lb	Cut Price/lb	Mini Price/lb
California 2024-25	\$0.49	\$2.45	\$0.89
California 2025-26	\$0.47	\$3.24	\$0.85
Great Lakes 2024-25	\$0.42	\$3.57	\$0.66
Great Lakes 2025-26	\$0.41	\$3.76	\$0.66
MidSouth 2024-25	\$0.40	\$3.05	\$0.75
MidSouth 2025-26	\$0.40	\$3.35	\$0.71
Northeast 2024-25	\$0.43	\$2.29	\$0.90
Northeast 2025-26	\$0.42	\$2.52	\$0.86
Plains 2024-25	\$0.40	\$3.04	\$0.86
Plains 2025-26	\$0.39	\$3.33	\$0.85
Southcentral 2024-25	\$0.42	\$2.45	\$0.79
Southcentral 2025-26	\$0.41	\$3.61	\$0.79
Southeast 2024-25	\$0.44	\$2.89	\$0.84
Southeast 2025-26	\$0.42	\$3.50	\$0.81
West 2024-25	\$0.46	\$2.73	\$0.80
West 2025-26	\$0.44	\$3.54	\$0.79

The information shown throughout is derived from retail point of sale data supplied by Circana. It includes channels such as grocery, drug, mass, commissaries, club, dollar stores & e-commerce covering roughly 91% of the retail universe with remainder projected to estimate total. This data reflects the 52-week period ending June 14, 2026 compared to the prior 52 Weeks.

For questions or expanded information reach out to:

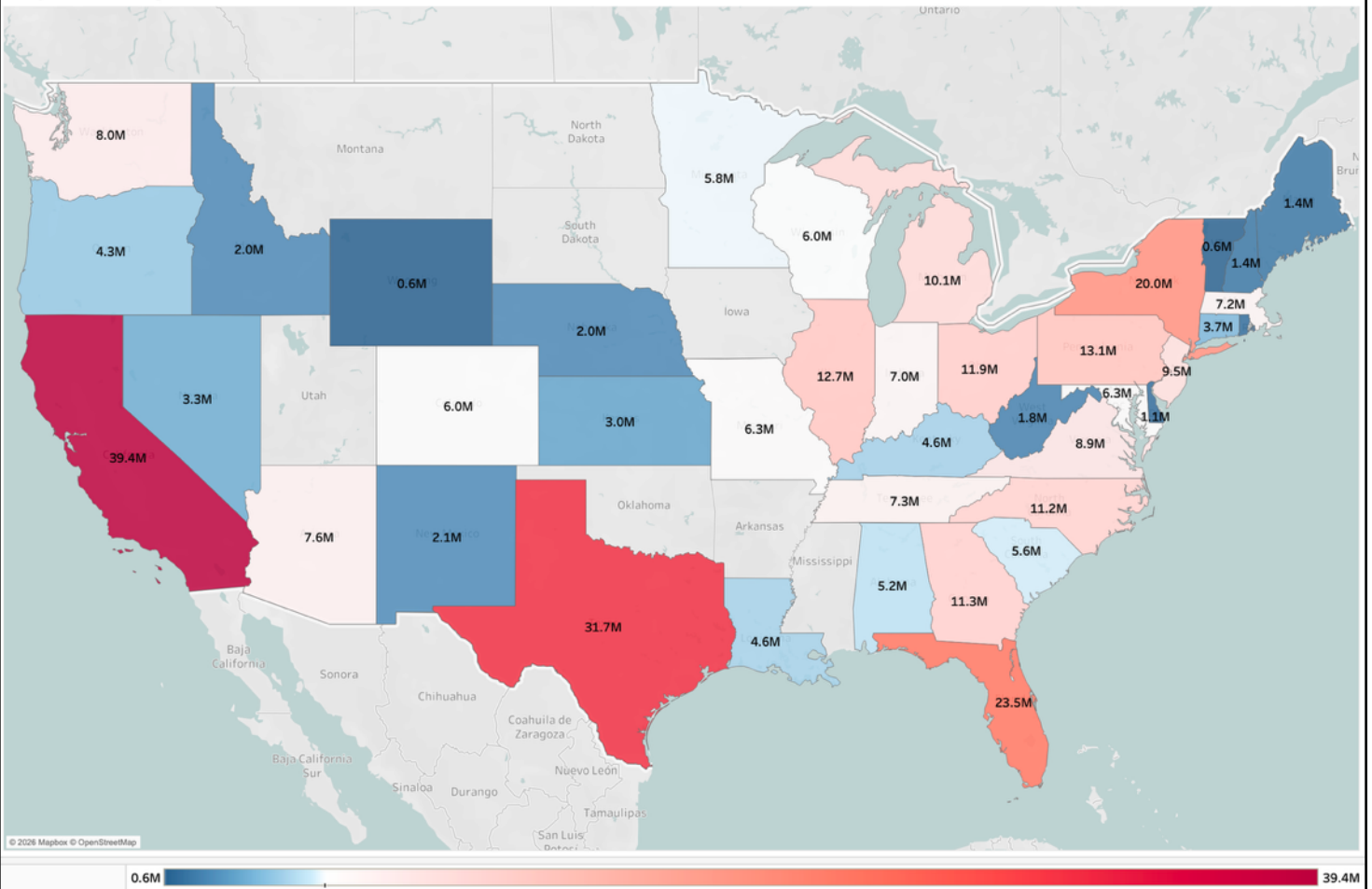
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Scanner Data Regions



Region	Whole Pounds	Cut Pounds	Mini Pounds	Total
California 2024-25	355,840,328	52,119,122	78,523,348	486,482,798
California 2025-26	360,241,811	40,364,438	86,518,830	487,125,079
Percent Growth	1.2%	-22.6%	10.2%	0.1%
2025-26 % of Total	74.0%	8.3%	17.8%	100.0%
Great Lakes 2024-25	446,844,191	35,683,955	49,115,110	531,643,256
Great Lakes 2025-26	443,710,949	37,718,271	52,498,081	533,927,301
Percent Growth	-0.7%	5.7%	6.9%	0.4%
2025-26 % of Total	83.1%	7.1%	9.8%	100.0%
MidSouth 2024-25	453,391,198	53,334,546	42,533,694	549,259,437
MidSouth 2025-26	439,275,428	53,829,157	46,768,228	539,872,813
Percent Growth	-3.1%	0.9%	10.0%	-1.7%
2025-26 % of Total	81.4%	10.0%	8.7%	100.0%
Northeast 2024-25	505,664,464	87,128,870	45,442,840	638,236,174
Northeast 2025-26	493,806,868	81,766,037	52,194,744	627,767,648
Percent Growth	-2.3%	-6.2%	14.9%	-1.6%
2025-26 % of Total	78.7%	13.0%	8.3%	100.0%
Plains 2024-25	254,785,227	17,403,980	14,013,250	286,202,457
Plains 2025-26	257,932,819	20,475,021	13,822,906	292,230,746
Percent Growth	1.2%	17.6%	-1.4%	2.1%
2025-26 % of Total	88.3%	7.0%	4.7%	100.0%
Southcentral 2024-25	350,984,358	68,416,509	29,040,580	448,441,448
Southcentral 2025-26	341,551,111	46,302,761	29,489,386	417,343,258
Percent Growth	-2.7%	-32.3%	1.5%	-6.9%
2025-26 % of Total	81.8%	11.1%	7.1%	100.0%
Southeast 2024-25	389,218,254	107,423,703	45,348,079	541,990,037
Southeast 2025-26	382,757,292	104,461,954	45,614,007	532,833,253
Percent Growth	-1.7%	-2.8%	0.6%	-1.7%
2025-26 % of Total	71.8%	19.6%	8.6%	100.0%
West 2024-25	360,808,410	42,819,051	58,527,557	462,155,018
West 2025-26	371,543,123	37,524,424	61,199,411	470,266,958
Percent Growth	3.0%	-12.4%	4.6%	1.8%
2025-26 % of Total	79.0%	8.0%	13.0%	100.0%

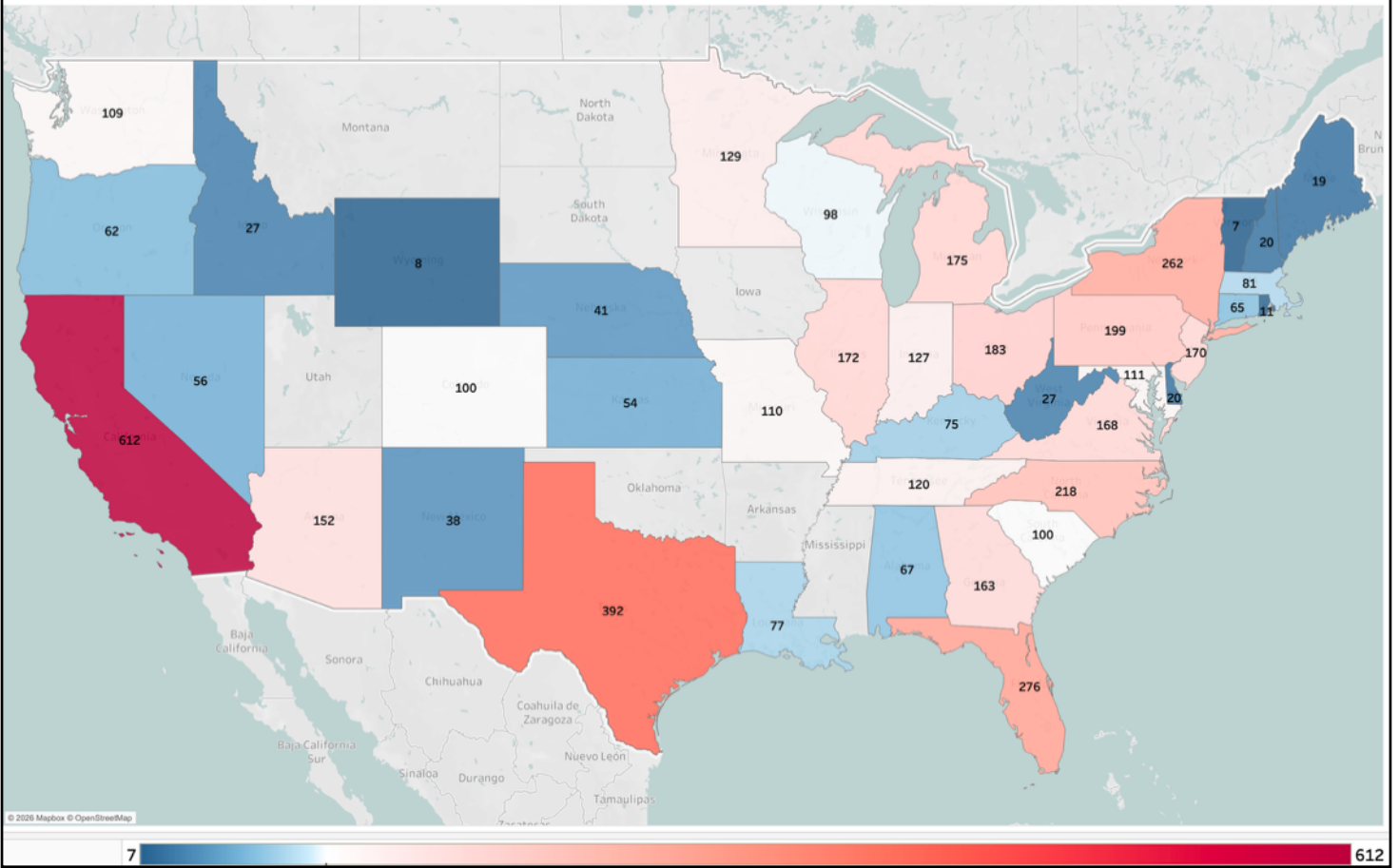
Population by State



State	Population	State	Population
California	39,355,309	Wisconsin	5,972,787
Texas	31,709,821	Minnesota	5,830,405
Florida	23,462,518	South Carolina	5,570,274
New York	20,002,427	Alabama	5,193,088
Pennsylvania	13,059,432	Louisiana	4,618,189
Illinois	12,719,141	Kentucky	4,606,864
Ohio	11,900,510	Oregon	4,273,586
Georgia	11,302,748	Connecticut	3,688,496
North Carolina	11,197,968	Nevada	3,282,188
Michigan	10,127,884	Kansas	2,977,220
New Jersey	9,548,215	New Mexico	2,125,498
Virginia	8,880,107	Idaho	2,029,733
Washington	8,001,020	Nebraska	2,018,006
Arizona	7,623,818	West Virginia	1,766,147
Tennessee	7,315,076	New Hampshire	1,415,342
Massachusetts	7,154,084	Maine	1,414,874
Indiana	6,973,333	Rhode Island	1,114,521
Missouri	6,270,541	Delaware	1,059,952
Maryland	6,265,347	Vermont	644,663
Colorado	6,012,561	Wyoming	588,753



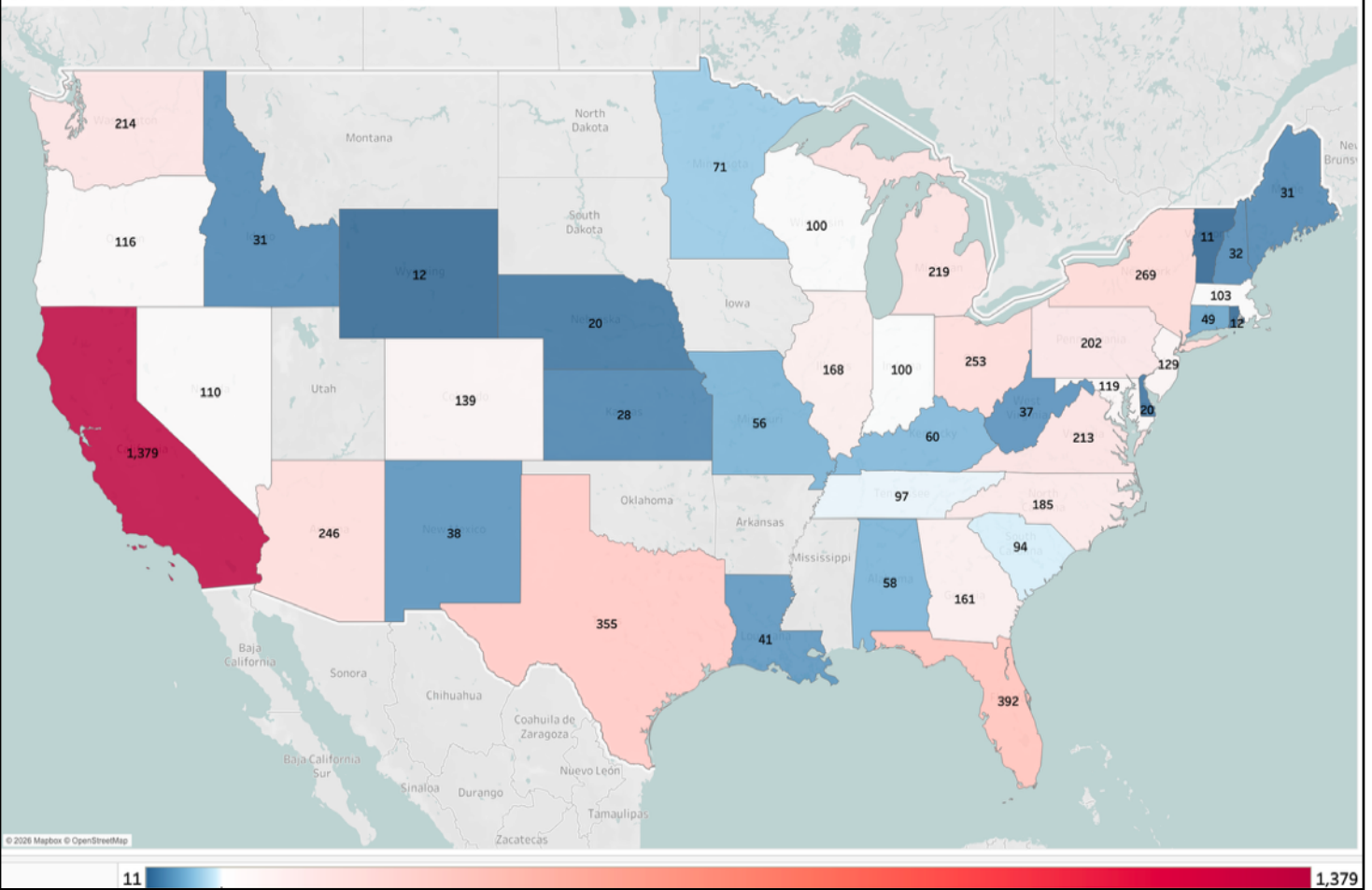
Current Whole Pounds Indexed to Median



Largest % Increase	Prior #	Current #	% Change	Rest of States	Prior #	Current #	% Change
Colorado	53,220,278	58,903,103	10.7%	Delaware	11,705,748	11,619,905	-0.7%
Wisconsin	54,874,118	57,450,207	4.7%	Florida	164,205,431	162,280,262	-1.2%
Nevada	31,693,780	32,923,357	3.9%	Pennsylvania	118,881,834	117,293,346	-1.3%
Idaho	15,798,523	16,159,527	2.3%	New York	156,143,041	153,935,510	-1.4%
Nebraska	23,519,701	24,027,569	2.2%	Ohio	109,104,372	107,456,395	-1.5%
Missouri	63,440,683	64,747,055	2.1%	Connecticut	39,277,823	38,445,049	-2.1%
Oregon	35,868,962	36,470,360	1.7%	Massachusetts	48,686,138	47,523,661	-2.4%
Washington	62,969,985	64,004,253	1.6%	Texas	236,206,811	230,553,092	-2.4%
Michigan	101,424,682	103,079,398	1.6%	Alabama	40,832,778	39,489,521	-3.3%
California	355,840,328	360,241,811	1.2%	New Jersey	103,785,529	99,728,017	-3.9%
Wyoming	4,847,139	4,880,759	0.7%	West Virginia	16,502,744	15,848,571	-4.0%
Indiana	73,960,316	74,431,636	0.6%	Georgia	99,900,469	95,782,747	-4.1%
Arizona	89,114,440	89,543,846	0.5%	Louisiana	47,637,172	45,553,504	-4.4%
New Mexico	22,207,696	22,312,774	0.5%	Maryland	68,179,822	65,144,447	-4.5%
South Carolina	58,482,901	58,745,596	0.4%	Maine	11,785,123	11,231,286	-4.7%
Kansas	31,764,690	31,848,157	0.3%	New Hampshire	12,602,861	11,989,654	-4.9%
Minnesota	76,060,500	76,113,523	0.1%	Kentucky	46,274,331	43,868,539	-5.2%
North Carolina	128,216,966	128,229,354	0.0%	Illinois	107,158,405	101,074,261	-5.7%
Tennessee	70,741,146	70,714,568	0.0%	Virginia	106,209,932	98,816,910	-7.0%
Vermont	4,350,574	4,341,119	-0.2%	Rhode Island	7,297,179	6,711,599	-8.0%

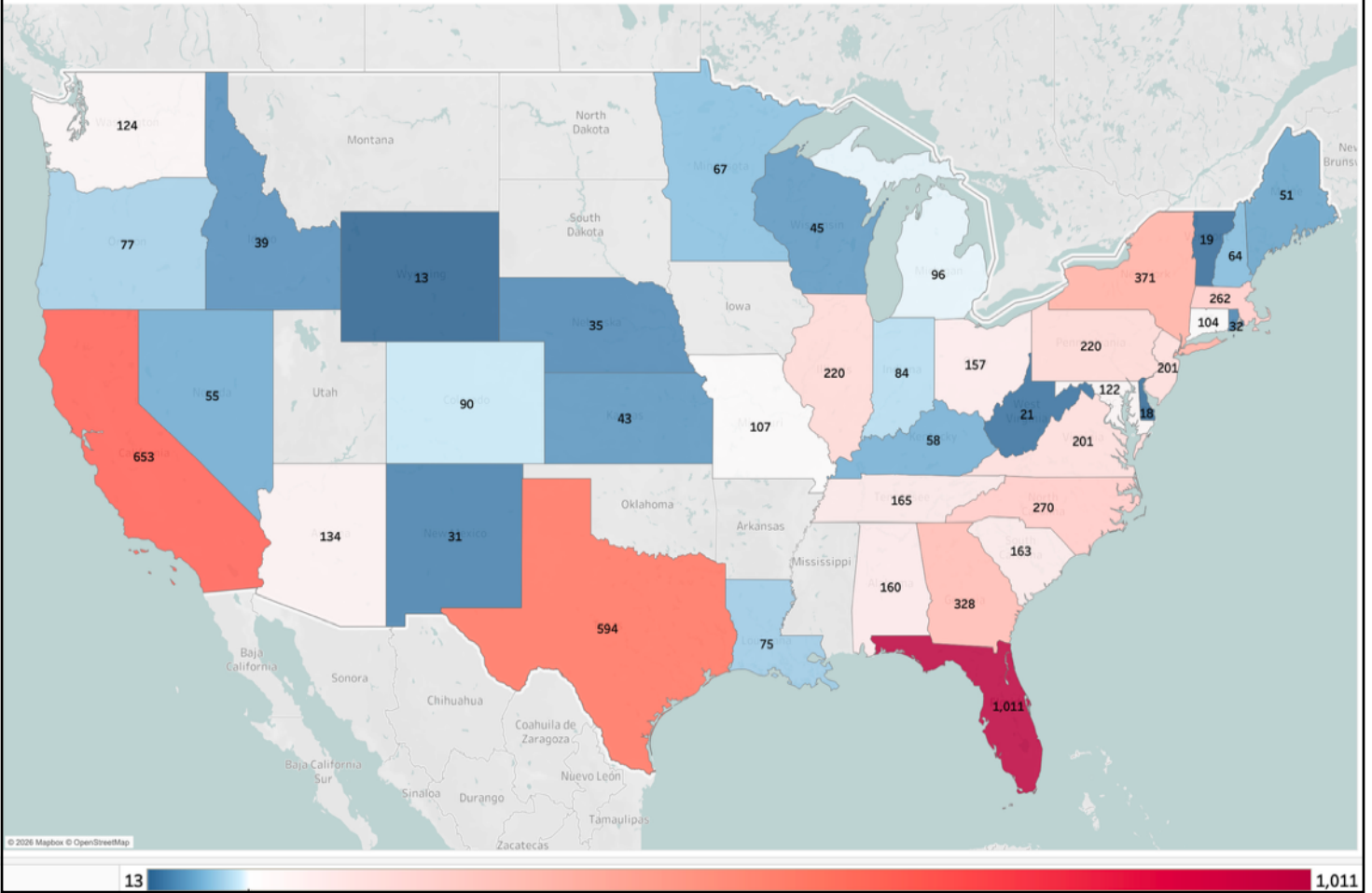


Current Mini Pounds Indexed to Median



Largest % Increase	Prior #	Current #	% Change	Rest of States	Prior #	Current #	% Change
Delaware	903,016	1,245,784	38.0%	New Mexico	2,233,692	2,403,330	7.6%
Maryland	5,931,761	7,490,892	26.3%	Washington	12,509,104	13,412,720	7.2%
New Jersey	6,498,487	8,083,034	24.4%	Alabama	3,420,300	3,622,999	5.9%
Wisconsin	5,073,376	6,283,420	23.9%	South Carolina	5,615,936	5,869,009	4.5%
Connecticut	2,581,356	3,084,843	19.5%	Nevada	6,617,010	6,914,064	4.5%
Rhode Island	655,205	781,763	19.3%	Indiana	6,004,290	6,259,319	4.2%
New Hampshire	1,744,616	2,026,501	16.2%	Kentucky	3,617,499	3,751,843	3.7%
Pennsylvania	11,030,428	12,640,084	14.6%	Missouri	3,440,109	3,533,207	2.7%
Vermont	606,171	689,904	13.8%	Tennessee	5,951,102	6,079,863	2.2%
Maine	1,688,047	1,920,902	13.8%	Minnesota	4,401,565	4,453,912	1.2%
Massachusetts	5,835,417	6,472,011	10.9%	Texas	22,055,756	22,293,040	1.1%
New York	15,246,942	16,854,258	10.5%	Idaho	1,913,969	1,914,261	0.0%
Georgia	9,163,175	10,103,222	10.3%	Ohio	15,847,584	15,845,937	0.0%
Virginia	12,114,409	13,356,798	10.3%	Colorado	8,961,420	8,744,115	-2.4%
California	78,523,348	86,518,830	10.2%	Florida	25,430,340	24,581,830	-3.3%
Oregon	6,576,340	7,245,439	10.2%	Wyoming	777,661	738,327	-5.1%
Illinois	9,630,333	10,525,872	9.3%	Kansas	1,887,288	1,784,638	-5.4%
North Carolina	10,649,185	11,631,050	9.2%	West Virginia	2,567,710	2,345,795	-8.6%
Michigan	12,734,470	13,740,482	7.9%	Louisiana	2,821,793	2,557,622	-9.4%
Arizona	14,318,062	15,424,004	7.7%	Nebraska	1,522,219	1,268,205	-16.7%

Current Cut Pounds Indexed to Median

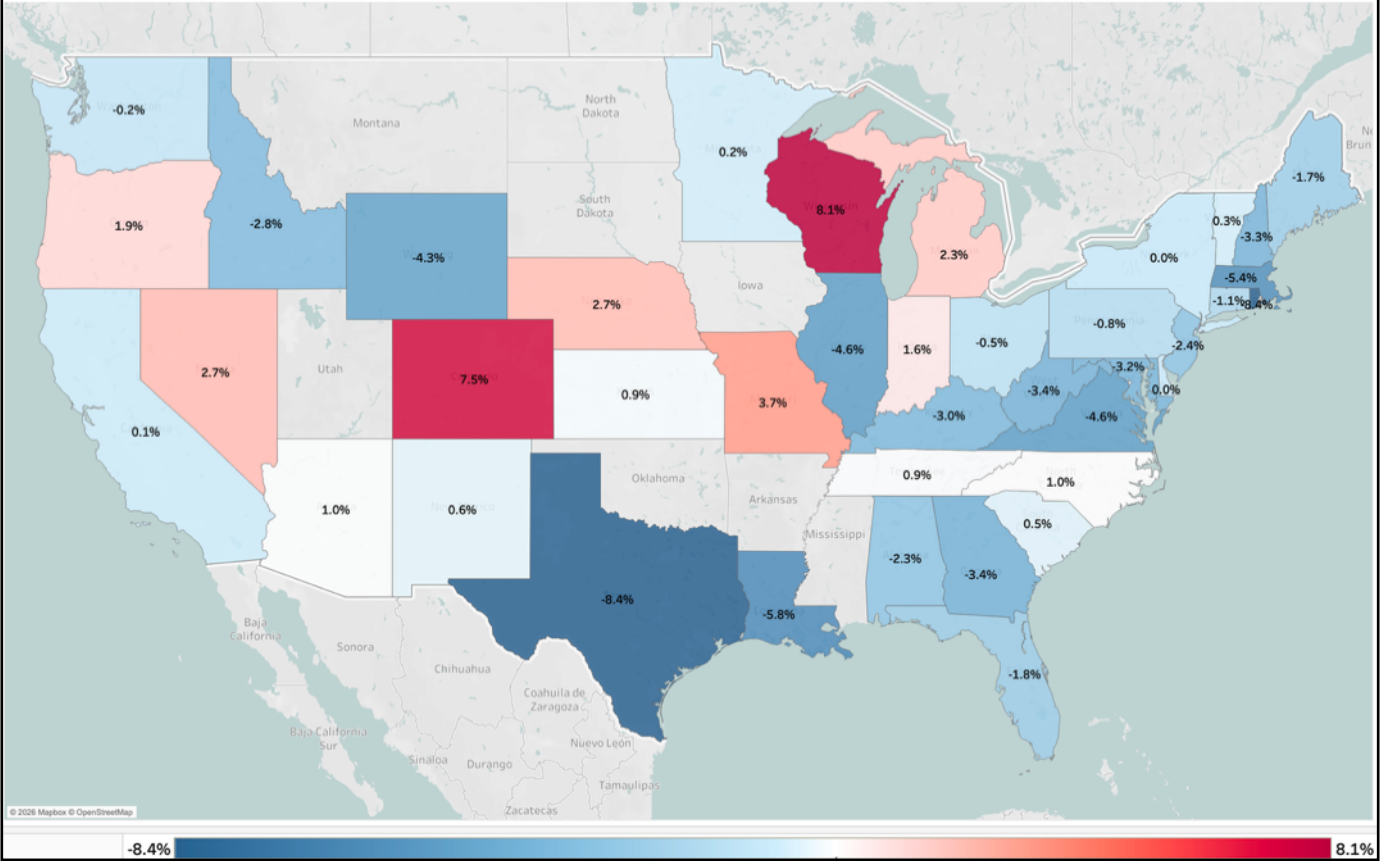


Largest % Increase	Prior #	Current #	% Change	Rest of States	Prior #	Current #	% Change
Wisconsin	1,586,895	2,771,151	74.6%	Vermont	1,258,335	1,201,676	-4.5%
Nebraska	1,665,278	2,138,732	28.4%	Arizona	8,679,569	8,247,603	-5.0%
Kentucky	2,858,168	3,572,278	25.0%	New Mexico	2,005,034	1,886,176	-5.9%
Missouri	5,358,846	6,611,634	23.4%	Illinois	14,444,468	13,577,202	-6.0%
West Virginia	1,133,101	1,326,051	17.0%	Georgia	21,522,873	20,229,945	-6.0%
Kansas	2,301,629	2,634,962	14.5%	Colorado	5,930,745	5,570,150	-6.1%
Indiana	4,557,087	5,159,469	13.2%	New Hampshire	4,220,072	3,942,621	-6.6%
Ohio	8,698,455	9,708,816	11.6%	Oregon	5,088,438	4,744,332	-6.8%
Tennessee	9,470,762	10,181,440	7.5%	Pennsylvania	14,755,104	13,599,391	-7.8%
North Carolina	16,118,513	16,675,123	3.5%	Nevada	3,788,948	3,417,121	-9.8%
New York	22,294,323	22,934,952	2.9%	Maryland	8,734,434	7,556,777	-13.5%
Michigan	5,787,183	5,942,517	2.7%	Louisiana	5,481,816	4,602,952	-16.0%
Minnesota	4,021,706	4,116,667	2.4%	Rhode Island	2,408,548	1,995,585	-17.1%
Virginia	12,210,101	12,399,051	1.5%	Massachusetts	19,655,007	16,170,097	-17.7%
Maine	3,080,570	3,127,475	1.5%	Delaware	1,344,202	1,090,948	-18.8%
Alabama	10,014,158	9,902,769	-1.1%	Washington	9,712,886	7,629,424	-21.5%
South Carolina	10,201,914	10,061,107	-1.4%	California	52,119,122	40,364,438	-22.6%
Connecticut	6,602,693	6,411,364	-2.9%	Wyoming	1,109,239	828,571	-25.3%
Florida	64,338,712	62,418,776	-3.0%	Idaho	3,379,621	2,417,679	-28.5%
New Jersey	12,865,676	12,404,153	-3.6%	Texas	57,921,564	36,668,447	-36.7%

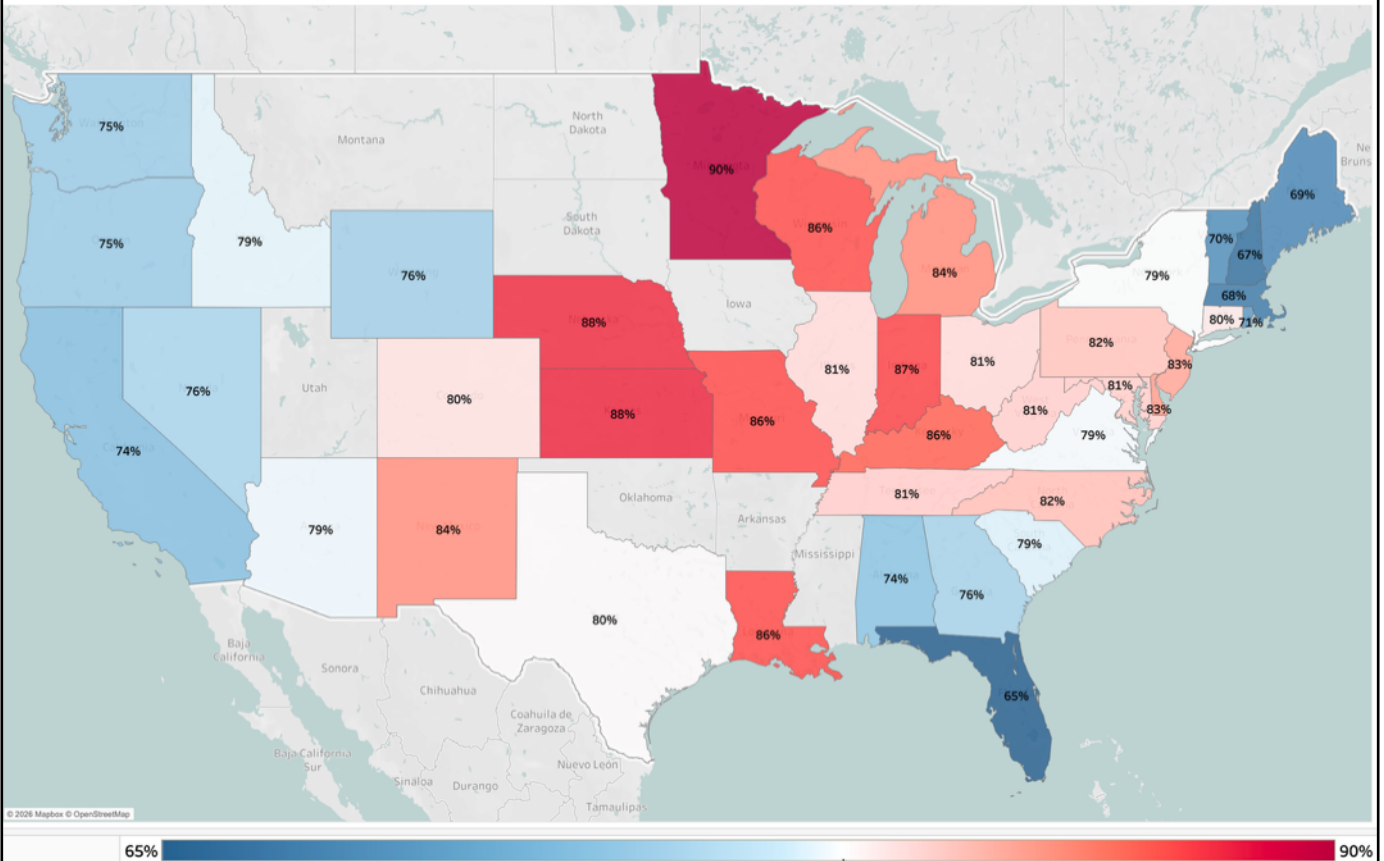


Scanner Data States – Total Growth & Whole Category Share

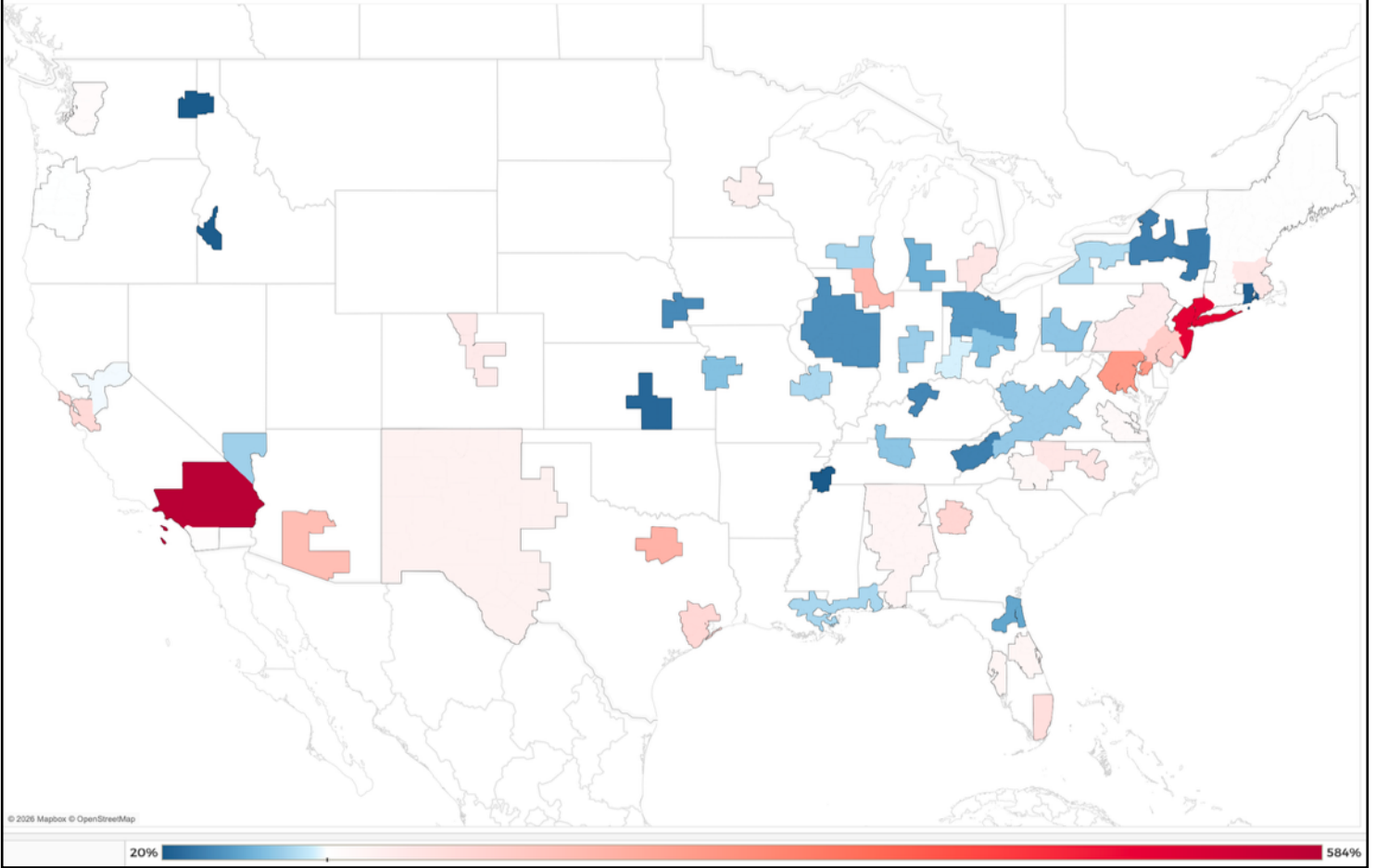
Total Pounds Growth, Last 52 Weeks vs. Prior



Current Whole Pounds Category Share



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



Largest % Increase	Prior #	Current #	% Change	Rest of Markets	Prior #	Current #	% Change
DENVER	50,243,771	54,279,421	8.0%	KNOXVILLE	15,779,464	15,753,426	-0.2%
MILWAUKEE	30,636,646	33,034,892	7.8%	HARTFORD/SPRINGFIELD	41,946,726	41,839,214	-0.3%
SYRACUSE	14,985,889	15,869,806	5.9%	TAMPA	47,349,720	46,776,901	-1.2%
BUFFALO/ROCHESTER	32,236,539	34,128,463	5.9%	ORLANDO	47,455,092	46,819,289	-1.3%
ST. LOUIS	31,778,849	33,447,942	5.3%	CINCINNATI/DAYTON	38,767,216	38,172,302	-1.5%
SAN DIEGO	39,416,873	41,456,479	5.2%	WEST TEX/NEW MEXICO	50,295,755	49,513,025	-1.6%
KANSAS CITY	27,499,160	28,335,019	3.0%	SACRAMENTO	40,511,346	39,735,262	-1.9%
GRAND RAPIDS	24,340,140	25,029,711	2.8%	BIRMINGHAM/MONTGOMERY	48,014,712	47,030,800	-2.0%
PORTLAND	39,307,769	40,367,082	2.7%	NEW ENGLAND	41,476,401	40,597,712	-2.1%
OMAHA	17,245,247	17,687,607	2.6%	JACKSONVILLE	23,747,154	23,243,267	-2.1%
LAS VEGAS	31,082,614	31,865,077	2.5%	SEATTLE	43,987,689	43,029,856	-2.2%
TOLEDO	20,485,682	20,960,020	2.3%	SAN FRANCISCO	67,415,020	65,931,934	-2.2%
DETROIT	55,976,007	57,238,803	2.3%	NEW YORK	208,629,908	202,635,775	-2.9%
INDIANAPOLIS	30,810,415	31,366,532	1.8%	LOUISVILLE	17,627,352	17,095,092	-3.0%
ALBANY	14,541,472	14,784,872	1.7%	PHILADELPHIA	77,312,187	74,817,603	-3.2%
PEORIA/SPRINGFIELD	18,292,398	18,548,983	1.4%	MIAMI/FT. LAUDERDALE	65,061,191	62,467,055	-4.0%
RALEIGH/GREENSBORO	55,931,967	56,675,773	1.3%	RICHMOND/NORFOLK	45,354,145	43,508,173	-4.1%
PHOENIX/TUCSON	87,003,223	87,959,149	1.1%	DALLAS/FT. WORTH	100,342,116	96,237,299	-4.1%
SPOKANE	8,068,188	8,134,488	0.8%	ATLANTA	71,927,827	68,783,992	-4.4%
CHARLOTTE	45,794,442	46,166,253	0.8%	BALTIMORE/WASHINGTON	119,340,528	113,903,404	-4.6%
NASHVILLE	29,097,128	29,318,833	0.8%	ROANOKE	31,986,909	30,527,457	-4.6%
HARRISBURG/SCRANTON	51,699,638	51,880,776	0.4%	HOUSTON	70,605,924	67,296,185	-4.7%
MINNEAPOLIS	50,224,009	50,335,997	0.2%	BOISE	9,009,907	8,515,412	-5.5%
LOS ANGELES	236,360,720	236,357,275	0.0%	BOSTON	60,086,858	56,435,987	-6.1%
WICHITA	10,752,546	10,750,279	0.0%	CHICAGO	99,633,372	93,115,129	-6.5%
COLUMBUS	28,695,021	28,680,563	-0.1%	NEW ORLEANS/MOBILE	35,707,594	33,180,582	-7.1%
PITTSBURGH	29,646,969	29,623,871	-0.1%	PROVIDENCE	10,360,932	9,488,947	-8.4%