

Watermelon Market Report

Compiled by the National Watermelon Promotion Board



watermelon.org

Data current through June 3, 2026

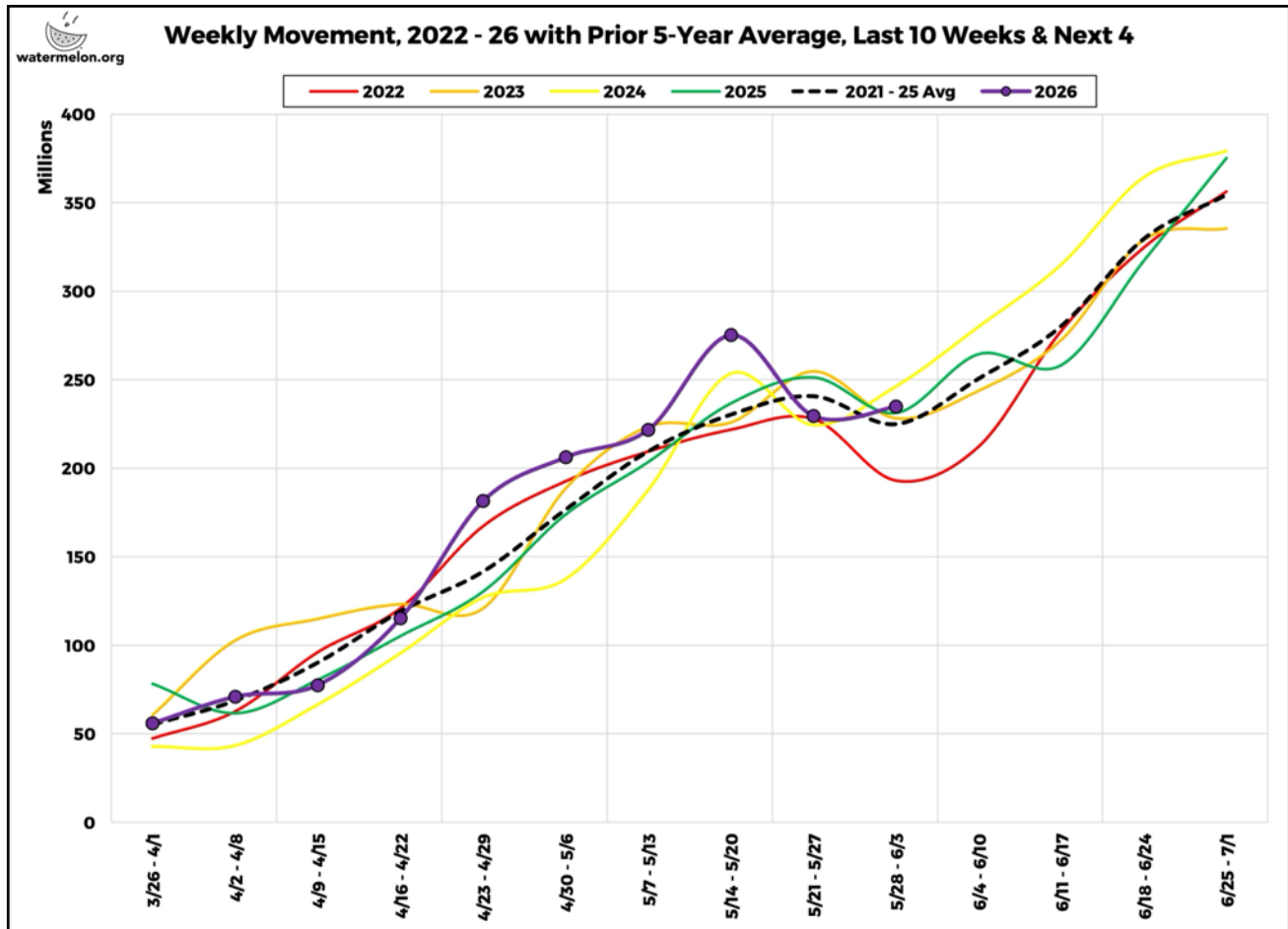
Market

- Past week 2.4% higher than week prior, 4.4% above average, 1.5% above 2025
- Weekly seedless FOB showed little change, hovering around \$0.20, ~9% higher than 2025

| Movement | 2026 | 2025 | 2026 v 25 | 2021-25 Avg | 2026 v Avg |
|--------------|---------------|---------------|-----------|-------------------|------------|
| Last 7 Days | 234,884,397 | 231,312,003 | +1.5% | 224,950,648 | +4.4% |
| Last 30 Days | 1,036,683,868 | 984,537,714 | +5.3% | 961,444,162 | +7.8% |
| Year to Date | 2,163,030,995 | 2,084,238,968 | +3.8% | 1,793,584,024,2,0 | +7.2% |

Movement

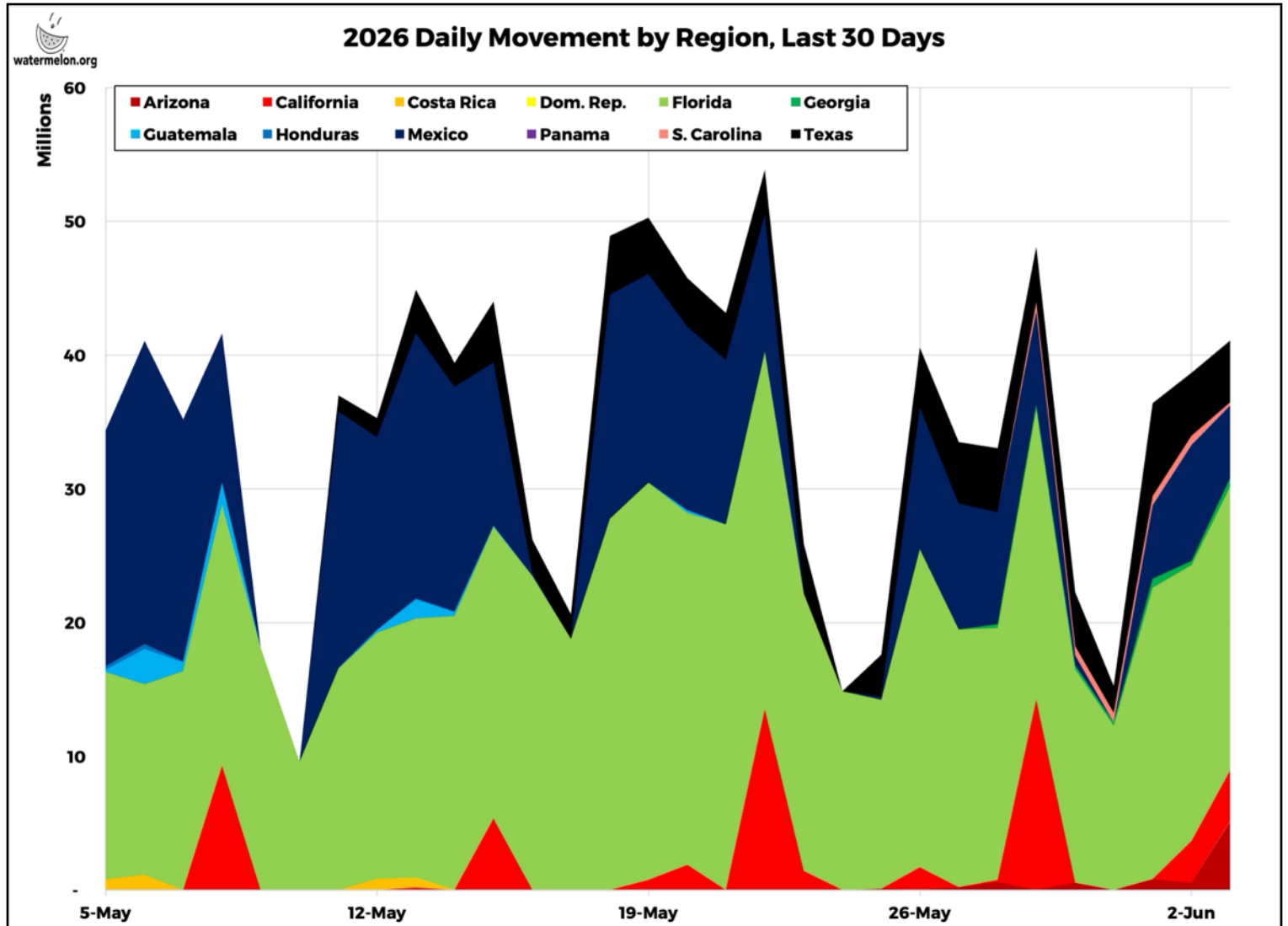
- Past two weeks have oscillated around average, first a little below then a little above
- Volume tends to increase over the next several weeks heading into 4th of July



Source: USDA-AMS My Market News Portal
[Visit watermelon.org](https://www.watermelon.org) to view and download more detailed information

Source Regions—Last Week vs. Prior

- **Decreased volume:** Mexico
- **Stable (+-15%):** Florida
- **Increased volume:** Arizona, California, Dominican Republic, Georgia, South Carolina, Texas

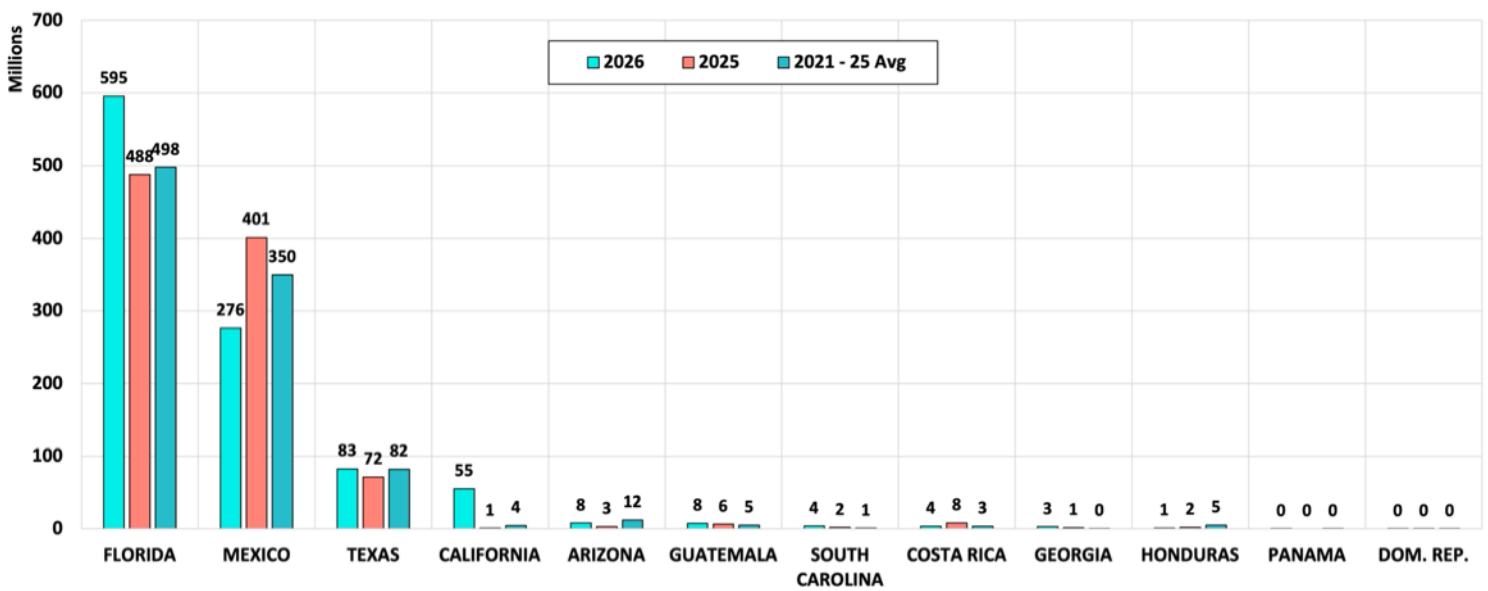


Last 7 Days Movement:

- Florida 43% above 2025, 24% above average
- Mexico 62% below 2025, 51% below average
- Texas 17% below 2025, 8% below average
- California well above 2025 and average
- Arizona well above 2025, 13% below average
- S. Carolina well above 2025 and average
- Georgia 88% above 2025, well above average
- Dom. Rep. 88% below 2025, 82% below average

| Region | Last 7 Days | | | | |
|----------------|--------------------|--------------------|-------------|--------------------|-------------|
| | 2026 | 2025 | 2026 v 25 | 2021 - 25 Avg | 2026 v Avg |
| FLORIDA | 132,500,000 | 92,466,065 | 43% | 106,462,813 | 24% |
| MEXICO | 35,686,615 | 94,991,711 | -62% | 72,362,178 | -51% |
| TEXAS | 31,200,000 | 37,387,360 | -17% | 33,821,262 | -8% |
| CALIFORNIA | 21,290,000 | 654,400 | 3153% | 2,374,068 | 797% |
| ARIZONA | 7,670,900 | 3,019,892 | 154% | 8,802,965 | -13% |
| SOUTH CAROLINA | 3,802,930 | 1,304,400 | 192% | 580,880 | 555% |
| GEORGIA | 2,730,000 | 1,456,000 | 88% | 495,520 | 451% |
| DOM. REP. | 3,952 | 32,175 | -88% | 22,233 | -82% |
| GUATEMALA | 0 | 0 | NA | 18,864 | -100% |
| PANAMA | 0 | 0 | NA | 9,346 | -100% |
| COSTA RICA | 0 | 0 | NA | 519 | -100% |
| HONDURAS | 0 | 0 | NA | 0 | NA |
| VIRGINIA | 0 | 0 | NA | 0 | NA |
| DELAWARE | 0 | 0 | NA | 0 | NA |
| BRAZIL | 0 | 0 | NA | 0 | NA |
| CANADA | 0 | 0 | NA | 0 | NA |
| MICHIGAN | 0 | 0 | NA | 0 | NA |
| MARYLAND | 0 | 0 | NA | 0 | NA |
| OKLAHOMA | 0 | 0 | NA | 0 | NA |
| NORTH CAROLINA | 0 | 0 | NA | 0 | NA |
| INDIANA | 0 | 0 | NA | 0 | NA |
| MISSOURI | 0 | 0 | NA | 0 | NA |
| ALABAMA | 0 | 0 | NA | 0 | NA |
| MISSISSIPPI | 0 | 0 | NA | 0 | NA |
| Total | 234,884,397 | 231,312,003 | 1.5% | 224,950,648 | 4.4% |

Last 30 Days Movement by Region Across Three Timeframes



To Date Movement:

- Mexico 3% below 2025, 4% above average
- Florida 5% above 2025, even with average
- Guatemala 4% below 2025, 22% above average
- Texas 16% above 2025, even with average
- California well above 2025 and average
- Honduras 16% below 2025, 34% below average
- Costa Rica 1% above 2025, 73% above average
- Arizona well above 2025, 35% below average
- S. Carolina well above 2025 and average
- Georgia 88% above 2025, well above average
- Brazil 35% below 2025, 8% below average
- Dom. Rep. 40% below 2025, 31% below average
- Panama 83% below 2025, 95% below average

| Region | To Date | | | | |
|----------------|----------------------|----------------------|-------------|----------------------|-------------|
| | 2026 | 2025 | 2026 v 25 | 2021 - 25 Avg | 2026 v Avg |
| MEXICO | 959,014,535 | 989,201,087 | -3% | 918,684,461 | 4% |
| FLORIDA | 722,433,575 | 684,906,517 | 5% | 719,204,543 | 0% |
| GUATEMALA | 233,684,750 | 243,750,488 | -4% | 191,892,557 | 22% |
| TEXAS | 82,780,000 | 71,654,560 | 16% | 82,375,605 | 0% |
| CALIFORNIA | 72,898,450 | 654,400 | 11040% | 4,434,168 | 1544% |
| HONDURAS | 40,834,427 | 48,567,537 | -16% | 61,909,032 | -34% |
| COSTA RICA | 34,665,164 | 34,383,068 | 1% | 20,025,713 | 73% |
| ARIZONA | 7,969,650 | 3,019,892 | 164% | 12,262,928 | -35% |
| SOUTH CAROLINA | 3,802,930 | 1,610,400 | 136% | 698,080 | 445% |
| GEORGIA | 2,730,000 | 1,456,000 | 88% | 495,520 | 451% |
| BRAZIL | 1,230,161 | 1,898,875 | -35% | 1,330,114 | -8% |
| DOM. REP. | 777,077 | 1,304,714 | -40% | 1,130,187 | -31% |
| PANAMA | 210,276 | 1,240,070 | -83% | 3,973,483 | -95% |
| VIRGINIA | 0 | 502,656 | -100% | 100,531 | -100% |
| DELAWARE | 0 | 88,704 | -100% | 17,741 | -100% |
| CANADA | 0 | 0 | NA | 7 | -100% |
| INDIANA | 0 | 0 | NA | 0 | NA |
| NORTH CAROLINA | 0 | 0 | NA | 0 | NA |
| MISSOURI | 0 | 0 | NA | 0 | NA |
| MICHIGAN | 0 | 0 | NA | 0 | NA |
| MARYLAND | 0 | 0 | NA | 0 | NA |
| OKLAHOMA | 0 | 0 | NA | 0 | NA |
| ALABAMA | 0 | 0 | NA | 0 | NA |
| MISSISSIPPI | 0 | 0 | NA | 0 | NA |
| Total | 2,163,030,995 | 2,084,238,968 | 3.8% | 2,018,534,672 | 7.2% |

Seedless FOB Pricing

- Past week similar to 2022 and above 2025
- Nogales crossings pushing higher on “light” volume
- Texas crossings lower, Florida & Texas mostly \$0.18 - \$0.20

| Seedless | 2026 | 2025 | 2021-25 |
|--------------|---------|---------|---------|
| Last 7 Days | \$0.199 | \$0.183 | \$0.220 |
| Last 30 Days | \$0.207 | \$0.221 | \$0.228 |
| Year to Date | \$0.291 | \$0.284 | \$0.292 |

