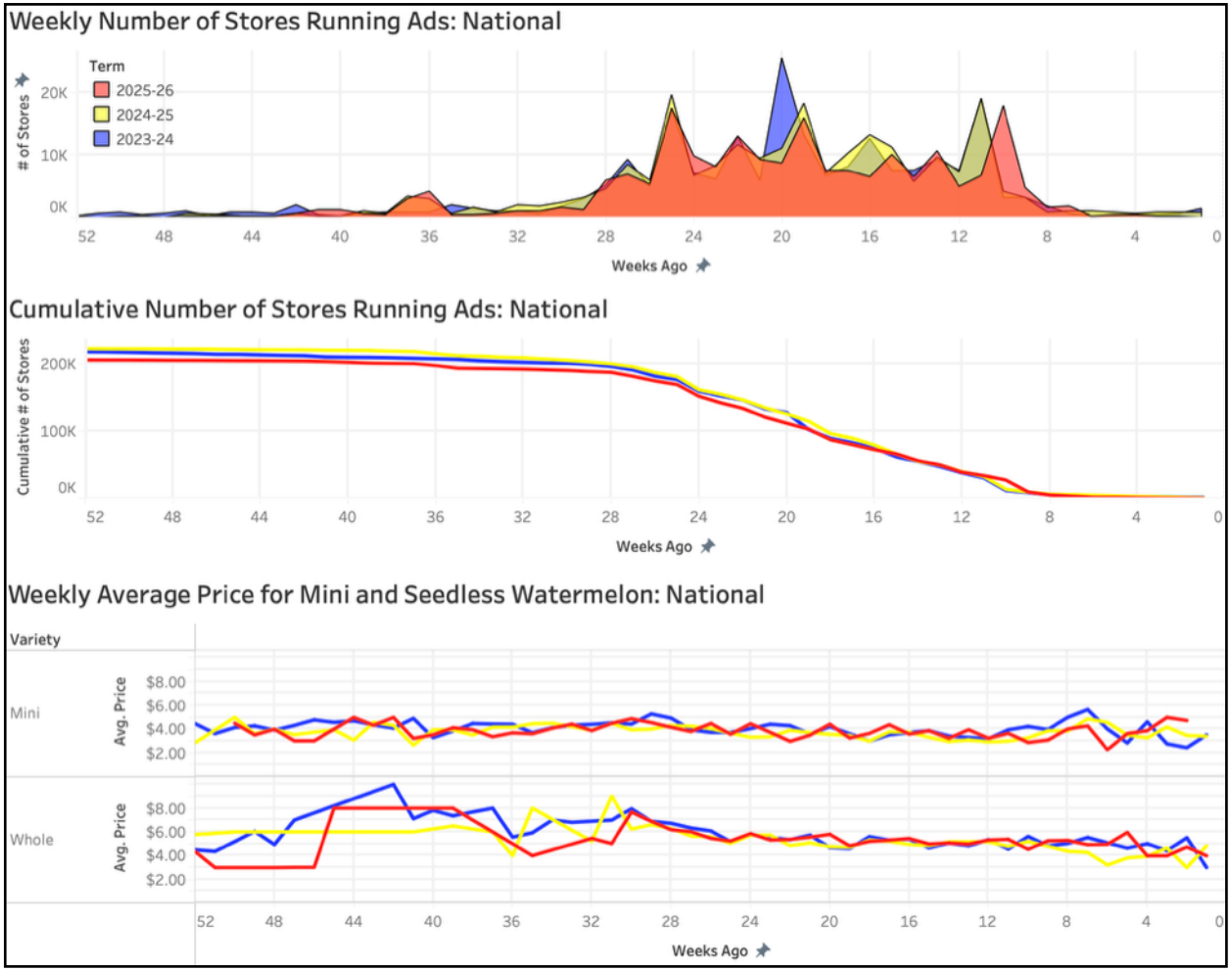
Retail Ad Report

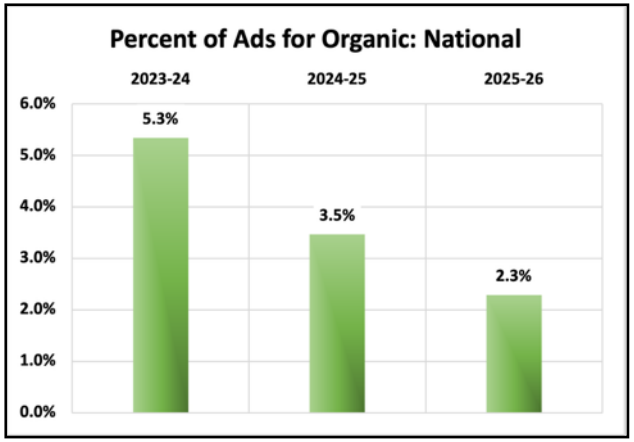
Compiled by the National Watermelon Promotion Board

watermelon.org

Data current through November 6, 2026



Price per Each	2023-24	2024-25	2025-26
# of Stores	218,707	223,428	206,546
Seedless	$ 5.76	$ 5.25	$ 5.04
Mini	$ 4.05	$ 3.76	$ 3.86
Organic Seedless	$ 8.84	$ 6.67	$ 6.17
Organic Mini	$ 5.07	$ 5.17	$ 5.65



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 preceding 52-week periods with page one focusing on national figures. The map on page three allows for easy comparisons, while subsequent pages detail each region.

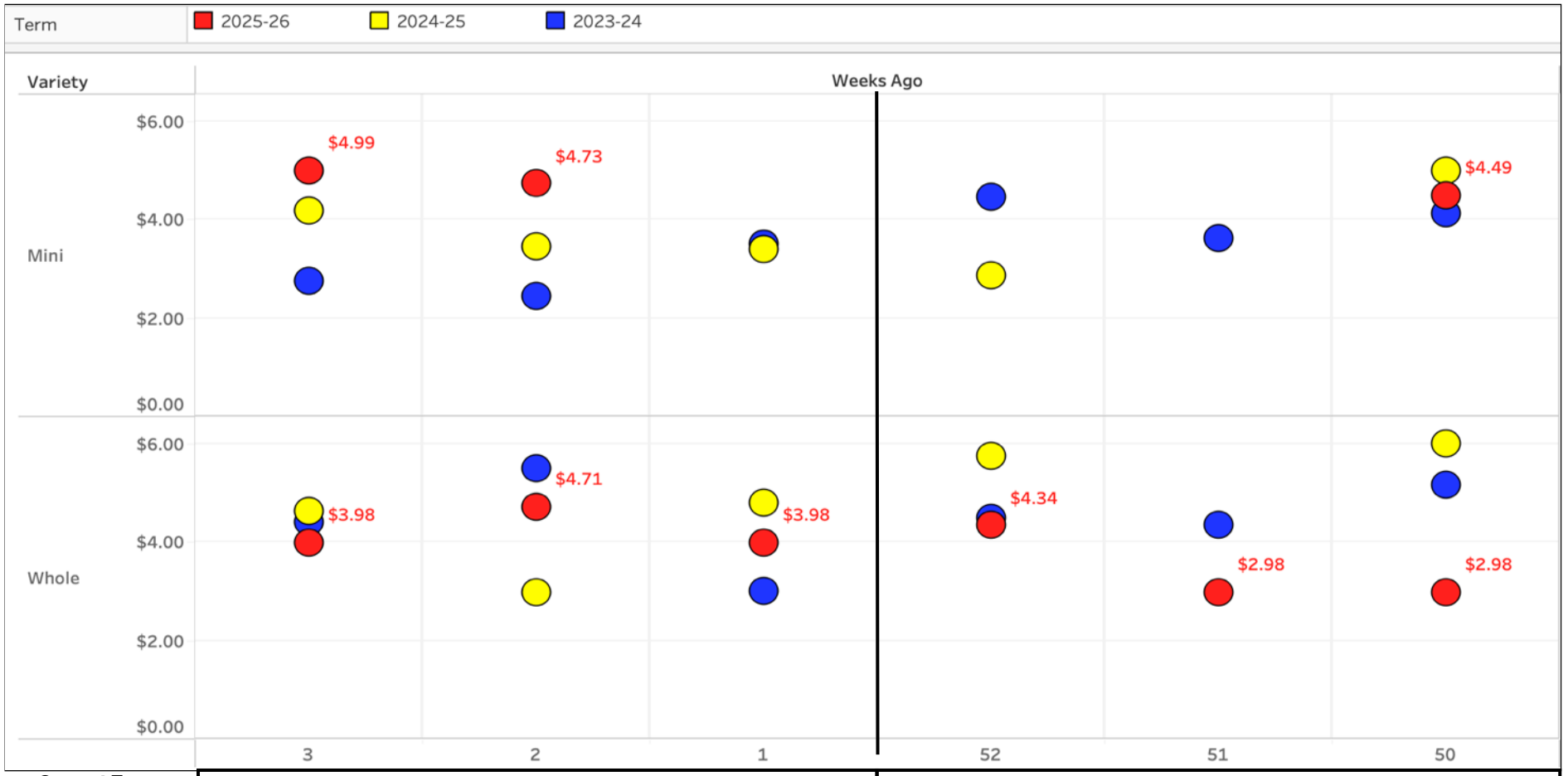
For questions or expanded information, reach out to: Jason Hanselman | Phone: (407) 925-5285 | Email: jasonh116@gmail.com

Summary of Past Five Weeks

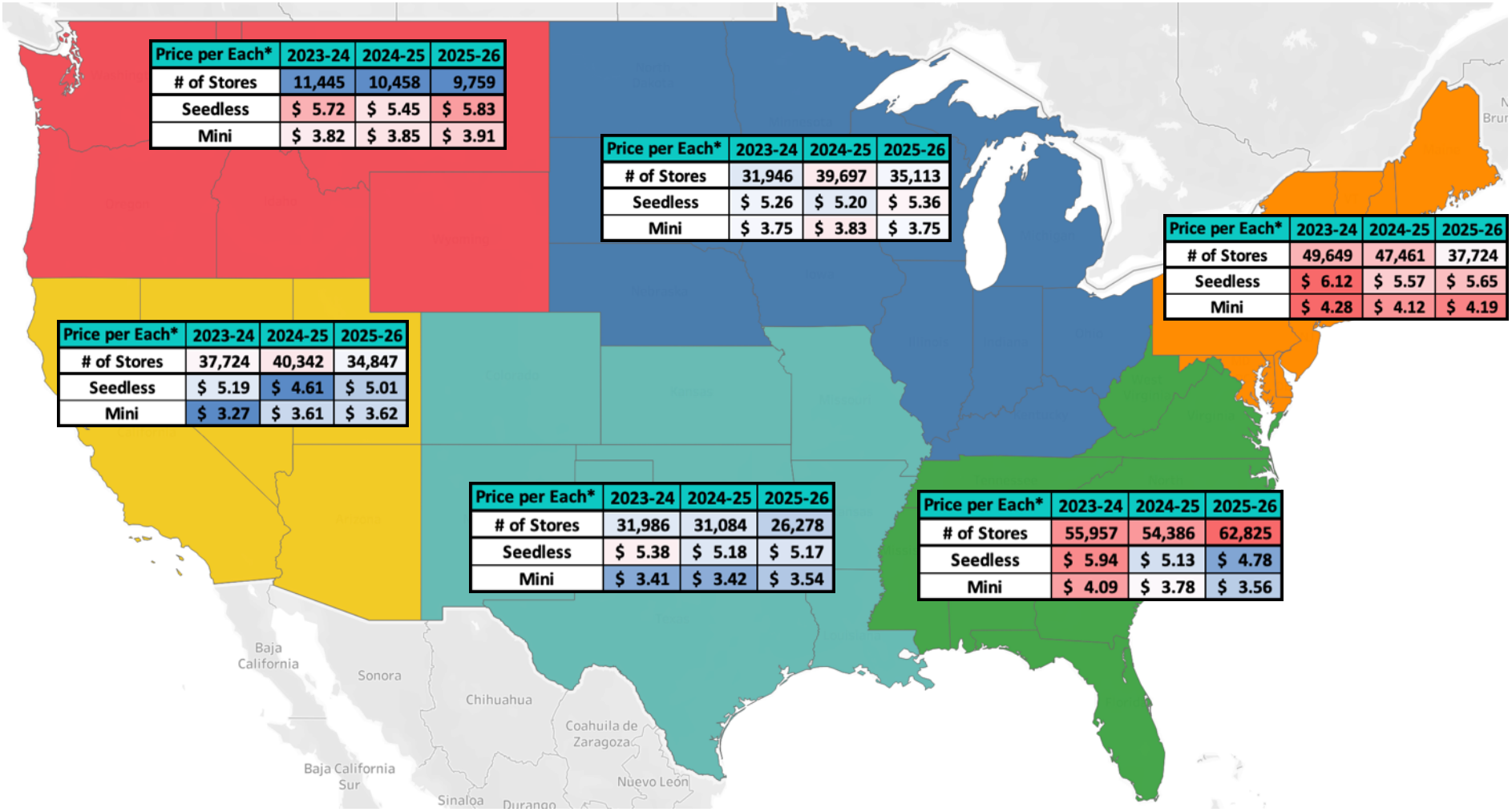
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless $/Each	Mini $/Each	# of Stores	Seedless $/Each	Mini $/Each	# of Stores	Seedless $/Each	Mini $/Each	# of Stores	Seedless $/Each	Mini $/Each	# of Stores	Seedless $/Each	Mini $/Each	# of Stores	Seedless $/Each	Mini $/Each	# of Stores	Seedless $/Each	Mini $/Each
2023-24	331	NA	$ 3.16	380	$ 3.99	$4.99	63	NA	$3.41	512	$ 5.16	$3.39	547	$ 4.62	$2.99	1126	$ 4.99	$2.49	2959	$ 4.88	$3.33
2024-25	114	NA	$ 3.50	876	$ 5.28	$4.39	22	NA	NA	742	$ 2.97	$3.78	483	$ 3.47	$4.99	1345	$ 3.00	$3.08	3582	$ 3.71	$3.79
2025-26	271	$ 6.71	$ 3.99	0	NA	NA	59	NA	$3.33	250	NA	$4.16	155	$ 3.98	NA	556	$ 3.75	$3.16	1291	$ 4.71	$3.89

Although included in # of Stores, organic prices are 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

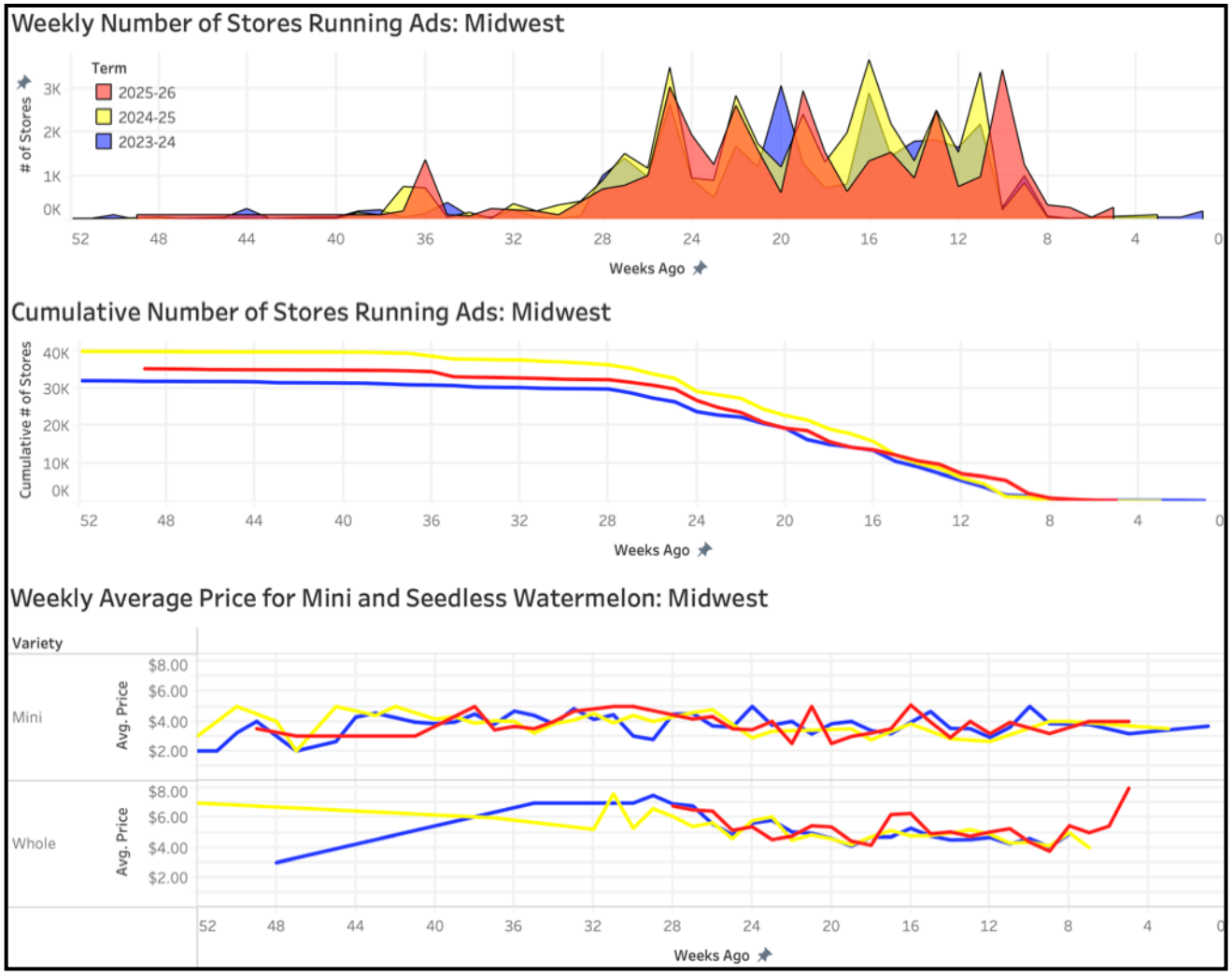


Regional Map

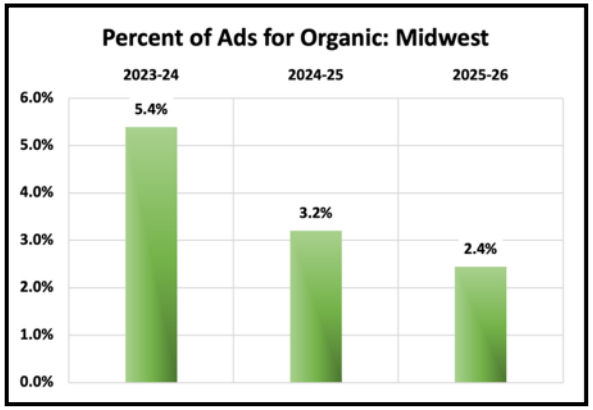


*** Although included in # of Stores, organic prices are omitted from average**

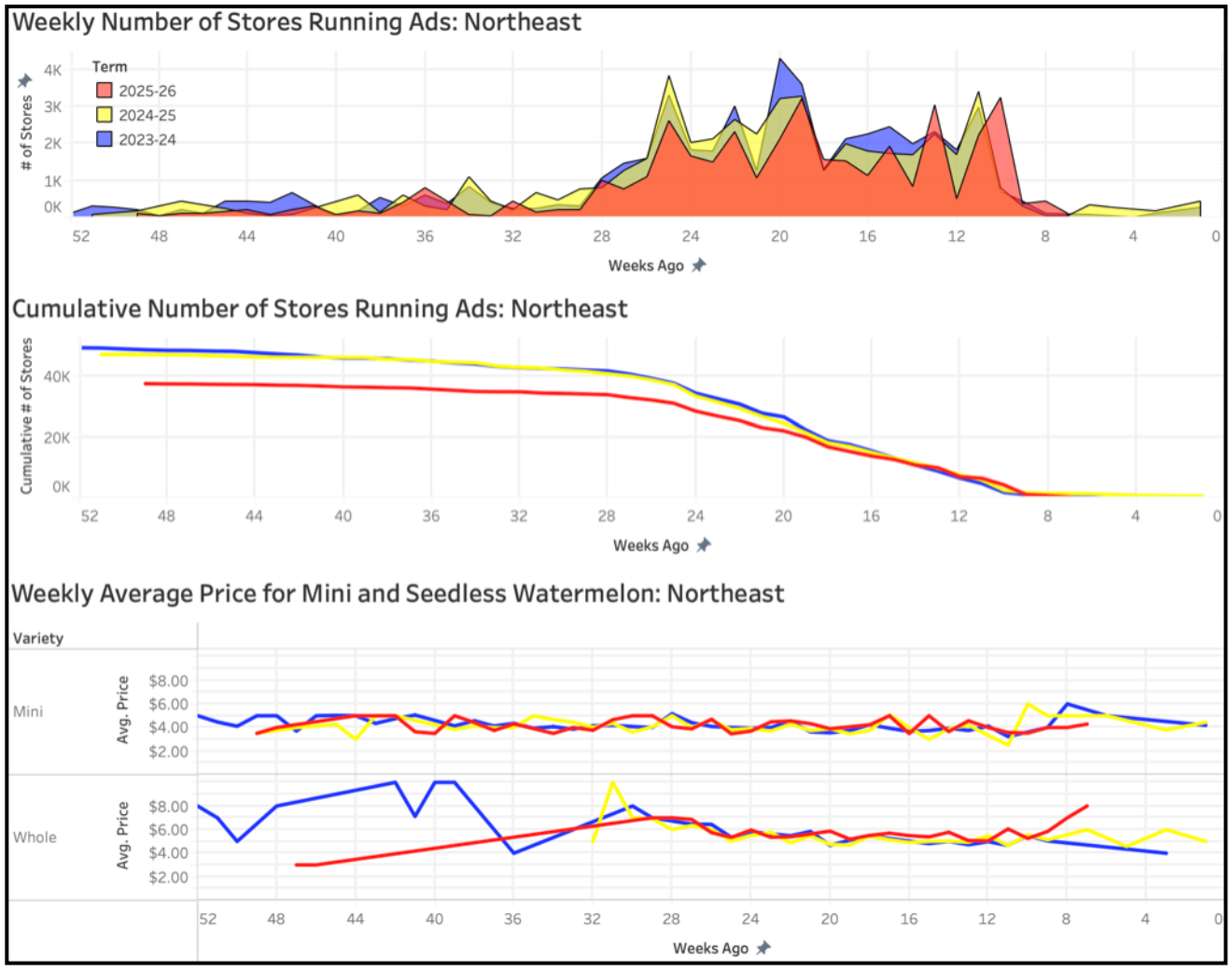
Midwest



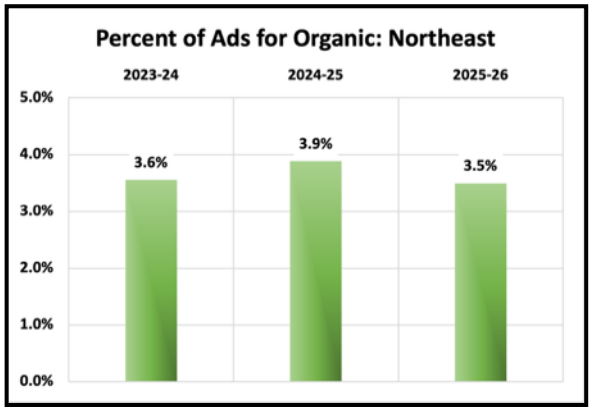
Price per Each	2023-24	2024-25	2025-26
# of Stores	31,946	39,697	35,113
Seedless	$ 5.26	$ 5.20	$ 5.36
Mini	$ 3.75	$ 3.83	$ 3.75
Organic Seedless	$ 5.99	$ 7.66	NA
Organic Mini	$ 4.96	$ 5.03	$ 5.11



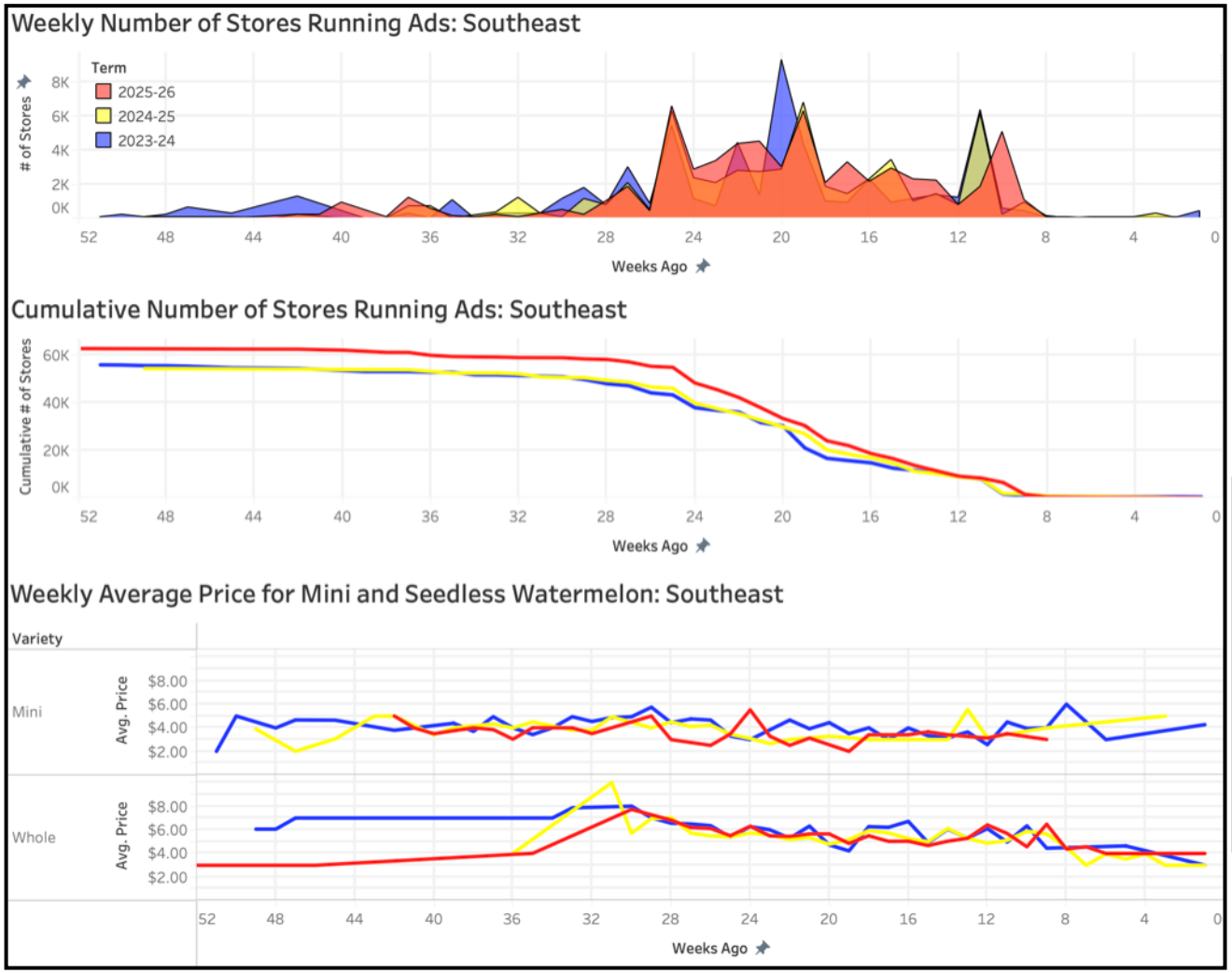
Northeast



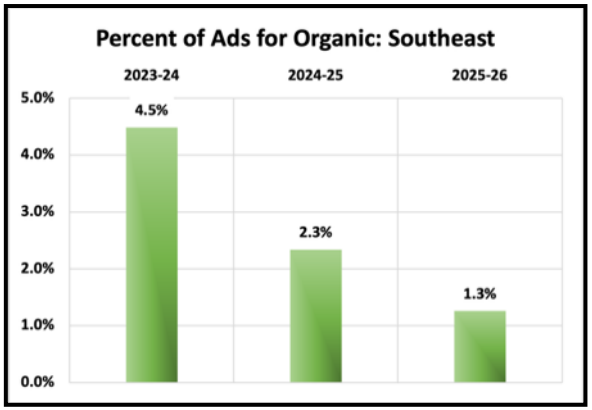
Price per Each	2023-24	2024-25	2025-26
# of Stores	49,649	47,461	37,724
Seedless	$ 6.12	$ 5.57	$ 5.65
Mini	$ 4.28	$ 4.12	$ 4.19
Organic Seedless	$ 9.12	$ 5.99	$ 6.49
Organic Mini	$ 5.35	$ 5.50	$ 5.58



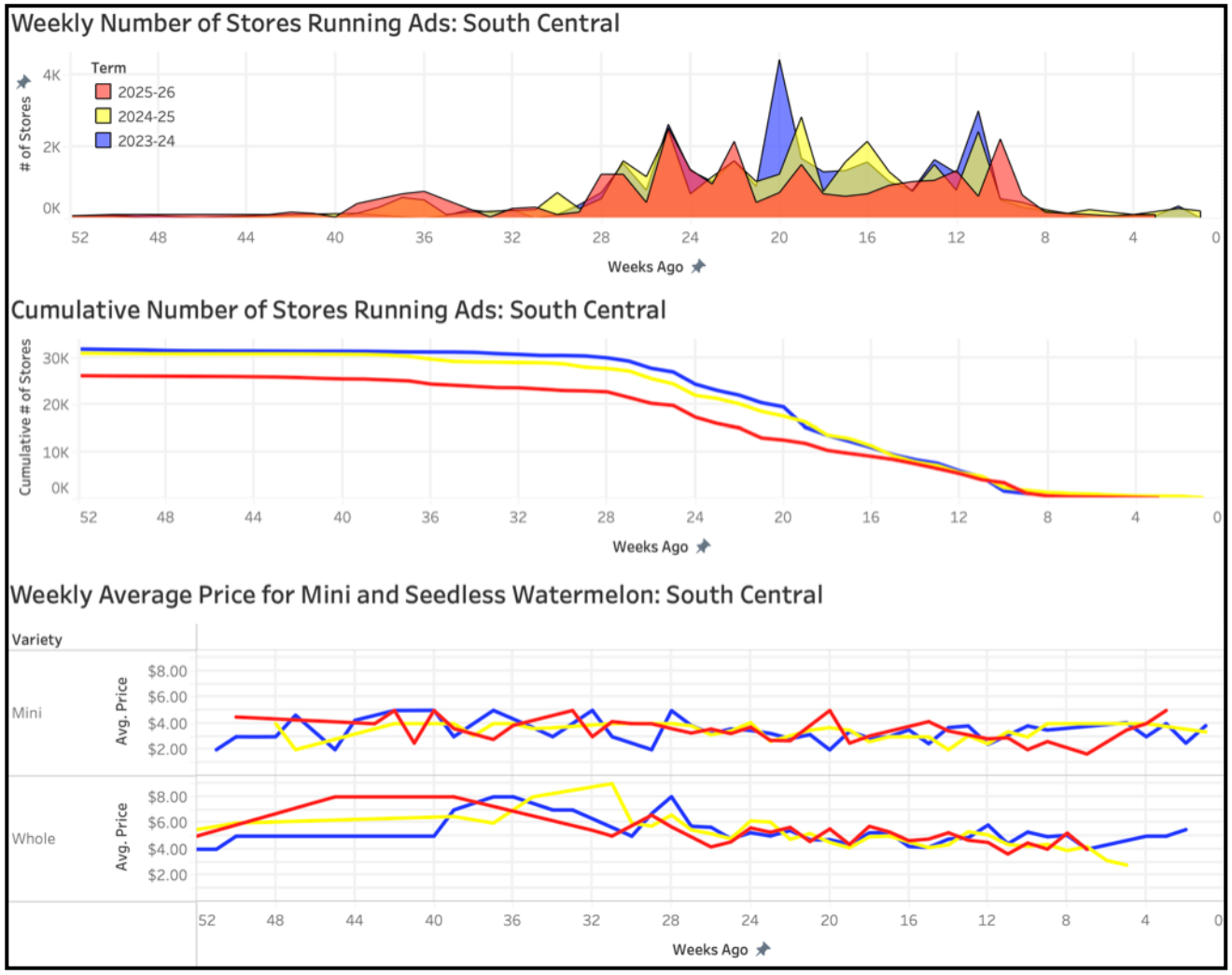
Southeast



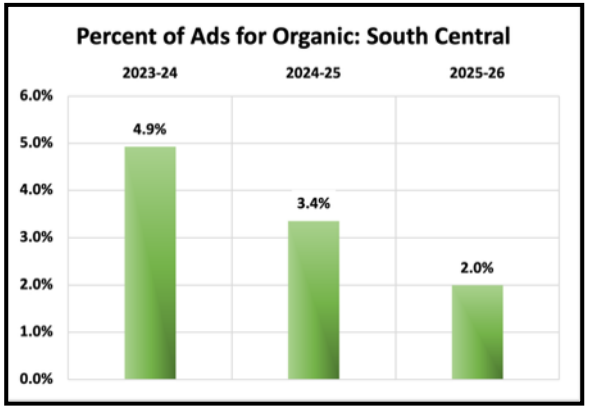
Price per Each	2023-24	2024-25	2025-26
# of Stores	55,957	54,386	62,825
Seedless	$ 5.94	$ 5.13	$ 4.78
Mini	$ 4.09	$ 3.78	$ 3.56
Organic Seedless	NA	$ 5.54	NA
Organic Mini	$ 4.91	$ 5.23	$ 5.35



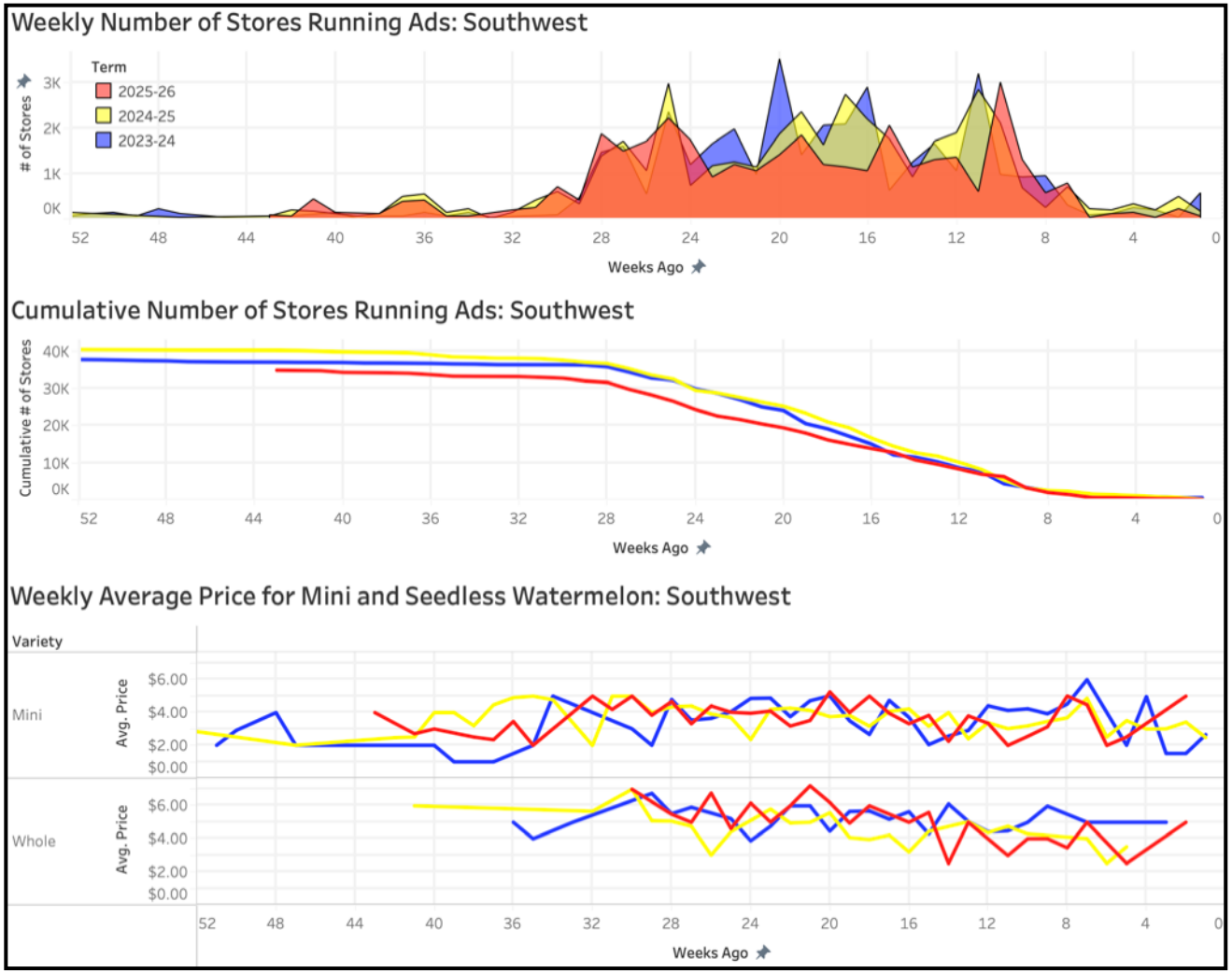
South Central



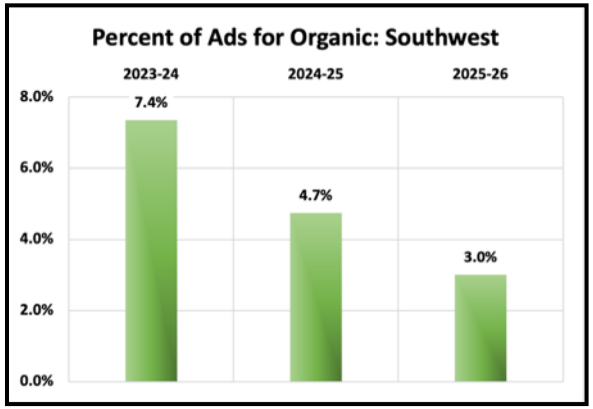
Price per Each	2023-24	2024-25	2025-26
# of Stores	31,986	31,084	26,278
Seedless	$ 5.38	$ 5.18	$ 5.17
Mini	$ 3.41	$ 3.42	$ 3.54
Organic Seedless	$ 6.49	NA	$ 5.54
Organic Mini	$ 5.09	$ 5.47	$ 5.54



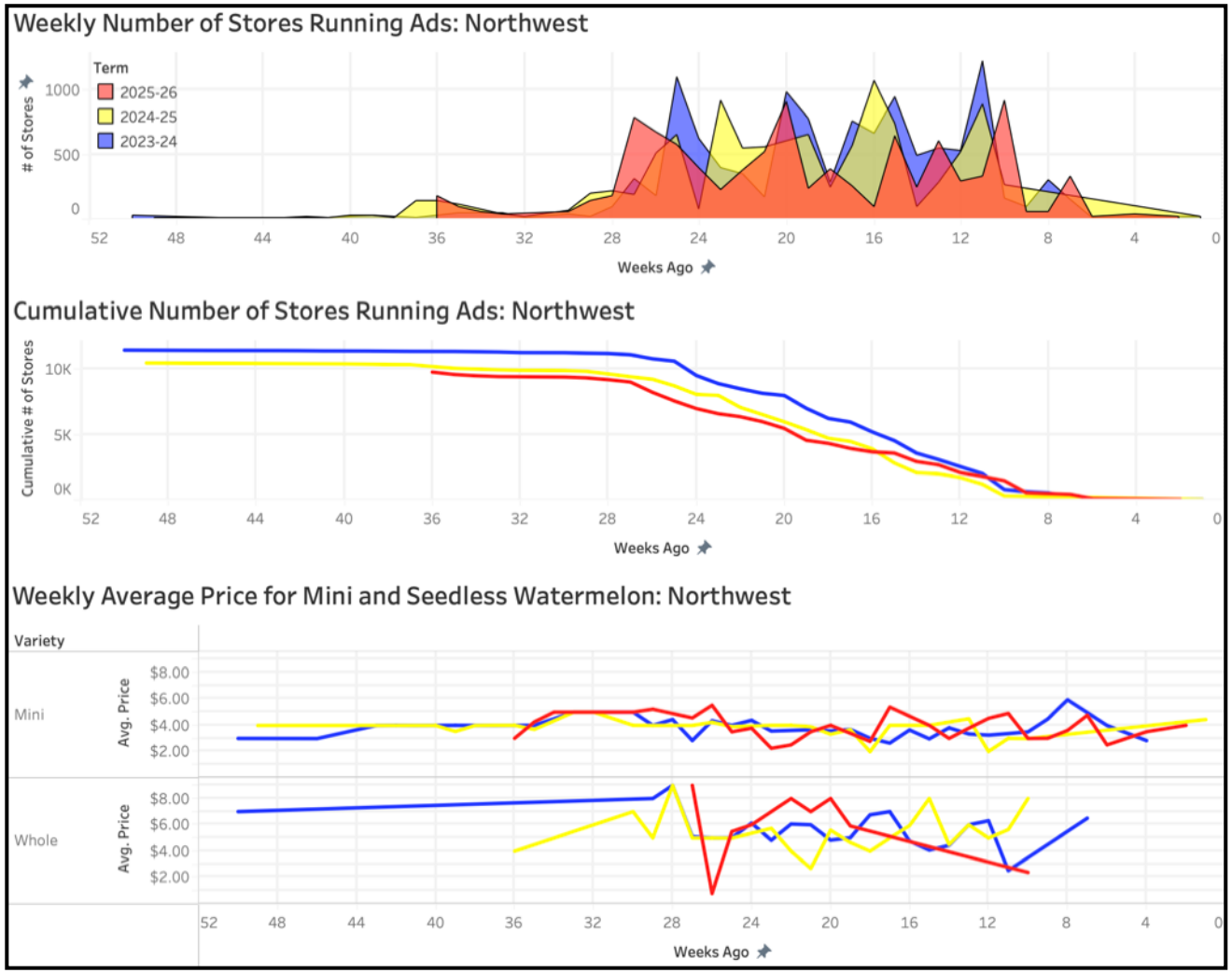
Southwest



Price per Each	2023-24	2024-25	2025-26
# of Stores	37,724	40,342	34,847
Seedless	$ 5.19	$ 4.61	$ 5.01
Mini	$ 3.27	$ 3.61	$ 3.62
Organic Seedless	$ 7.19	NA	NA
Organic Mini	$ 5.28	$ 5.37	$ 6.16



Northwest



Price per Each	2023-24	2024-25	2025-26
# of Stores	11,445	10,458	9,759
Seedless	$ 5.72	$ 5.45	$ 5.83
Mini	$ 3.82	$ 3.85	$ 3.91
Organic Seedless	$ 9.03	NA	NA
Organic Mini	$ 5.33	$ 5.37	$ 5.22

