



Orlando Shipping Point Fruit Prices (OR_FV110)

Agricultural Marketing Service

Specialty Crops Market News

Email us with accessibility issues with this report.

July 21,2026

Page 1

OR_FV110

Tifton, GA	Partly Cloudy	75-89F
Cordele, GA	Partly Cloudy	75-90F
Beaufort, SC	Partly Cloudy	81-93F
Kennett, MO	Partly Cloudy	71-96F
Vincennes, IN	Sunny	76-87F

Prices represent open (spot) market sales by first handlers on product of generally good quality and condition unless otherwise stated and may include promotional allowances or other incentives. No consideration is given to after-sale adjustments unless otherwise stated. Brokerage fees paid by the shipper are included in the price reported. Delivered Sales, Shipping Point Basis excludes all charges for freight.

MELONS

DELAWARE, MARYLAND AND EASTERN SHORE VIRGINIA
Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis
2026 Season

---WATERMELONS: DEMAND FAIRLY GOOD. Wide range in price. Many sales are from prior bookings and/or previous commitments with few new sales.

Red Flesh Seedless Type

24 inch bins

36s 161.00-175.00 mostly 161.00-168.00

45s 161.00-175.00 mostly 161.00-168.00

60s 161.00-175.00 mostly 161.00-168.00 FIRST REPORT.

GEORGIA
Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis
2026 Season

---WATERMELONS: SUPPLY RED FLESH SEEDLESS 36S VERY LIGHT, OTHERS LIGHT. DEMAND DEMAND GOOD AT LOWER PRICES. MARKET RED FLESH SEEDLESS 60S SLIGHTLY LOWER, OTHERS LOWER. Wide range in prices. Some sales are from prior bookings and/or previous commitments with few new sales.

Red Flesh Seedless Type

24 inch bins

36s 119.00-133.00 mostly 119.00-126.00 occasional higher

45s 119.00-133.00 mostly 119.00-126.00 occasional higher, few prior commitments higher

60s 119.00-133.00 mostly 119.00-126.00 occasional higher. Few including prior commitments higher.

NORTH CAROLINA

Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis

2026 Season

---WATERMELONS: DEMAND MODERATE. MARKET SLIGHTLY LOWER. Wide range in price. Many sales are from prior bookings and/or previous commitments with few new sales.

Red Flesh Seeded Type

24 inch bins

35s Supplies insufficient and in too few hands to establish a market.

Red Flesh Seedless Type

24 inch bins

36s 119.00-140.00 mostly 126.00-133.00 Occasional lower.

45s 133.00-147.00 mostly 133.00-140.00 Occasional higher and lower.

60s 119.00-140.00 mostly 126.00-133.00 Occasional lower.

SOUTH CAROLINA

Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis

2026 Season

---WATERMELONS: Wide range in price. Many sales are from prior bookings and/or previous commitments with few new sales.

Red Flesh Seeded Type

24 inch bins

35s Supplies insufficient and in too few hands to establish a market.

Red Flesh Seedless Type

24 inch bins

36s Supplies in too few hands to establish a market.

45s Supplies in too few hands to establish a market.

60s Supplies in too few hands to establish a market.

SOUTHEAST MISSOURI

Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis

2026 Season

---WATERMELONS: SUPPLY RED FLESH SEEDLESS 36S LIGHT. DEMAND GOOD. MARKET ABOUT STEADY. Wide range in price. Some sales are from prior bookings and/or previous commitments with few new sales.

Red Flesh Seedless Type

24 inch bins

36s 133.00-147.00 mostly 140.00 occasional higher and lower. Few prior commitments 133-140



Orlando Shipping Point Fruit Prices (OR_FV110)

Agricultural Marketing Service
Specialty Crops Market News

[Email us with accessibility issues with this report.](#)

July 21,2026

45s 133.00-147.00 mostly 140.00 few lower occasional higher.

60s 133.00-147.00 mostly 140.00 occasional higher and lower

SOUTHWEST INDIANA AND SOUTHEAST ILLINOIS
Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis
2026 Season

---WATERMELONS: SUPPLY LIGHT. DEMAND RED FLESH SEEDLESS 60S MODERATE, OTHERS FAIRLY GOOD AT LOWER PRICES. MARKET RED FLESH SEEDLESS 60S SLIGHTLY LOWER, OTHERS LOWER. Wide range in prices. Some sales are from prior bookings and/or previous commitments with few new sales.

Red Flesh Seedless Type

24 inch bins

36s 133.00-147.00 mostly 140.00-147.00 few prior commitments higher

45s 133.00-147.00 mostly 140.00-147.00 occasional higher. Few including prior commitments higher.

60s 133.00-147.00 mostly 140.00 Few prior commitments higher