



Orlando Shipping Point Fruit Prices (OR_FV110)

Agricultural Marketing Service
Specialty Crops Market News

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April 22,2025

Labelle, FL	Sunny	62-91F
Immokalee, FL	Sunny	63-90F

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

SOUTH FLORIDA
Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis
2025 Season

---WATERMELONS: SUPPLY LIGHT. DEMAND RED FLESH SEEDED MODERATE, OTHERS GOOD. MARKET RED FLESH SEEDED LOWER, OTHERS HIGHER. Many sales based on previous commitments with some new sales. Crop maturity affecting supply.

Red Flesh Seeded Type

24 inch bins

35s 175.00-196.00

Red Flesh Seedless Type

24 inch bins

36s 224.00-240.00 Occasional higher. Some including previous commitments 196.00-224.00

45s 224.00-240.00 Occasional higher. Some including previous commitments 196.00-224.00

60s 210.00-230.00 Some including previous commitments 196.00-205.00, occasional higher.