



Orlando Shipping Point Fruit Prices (OR_FV110)

Agricultural Marketing Service
Specialty Crops Market News

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April 15,2025

Labelle, FL	Sunny	58-87F
Immokalee, FL	Sunny	58-87F

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

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

---WATERMELONS: SUPPLY RED FLESH SEEDLESS 36S AND 45S LIGHT. DEMAND RED FLESH SEEDLESS 36S GOOD AT LOWER PRICES, 45S VERY GOOD, 60S MODERATE. MARKET RED FLESH SEEDLESS 45S ABOUT STEADY, OTHERS SLIGHTLY LOWER. Some sales based on previous commitments. Cooler than normal nights affecting the crop maturity.

Red Flesh Seedless Type

24 inch bins

36s 240.00-260.00 mostly 240.00-250.00 Some previous commitments 224.00

45s 252.00-260.00 Some previous commitments 224.00

60s 230.00-240.00 mostly 230.00 Few previous commitments lower.