

PUMPKIN SEED

Pumpkin Kernels Market Report - March 2025

1. Overall Market Situation

Compared to last month, the overall price of pumpkin kernels in China has increased. This upward trend is mainly driven by three key factors:

Increased Demand:

One of the major driving forces is the growing demand, especially from the U.S. market. Recently, the USDA has officially clarified its pesticide residue standards for pumpkin seeds. Compared to the EU's strict regulations, the U.S. allows significantly higher residue levels (e.g., Pyraclostrobin: EU – 0.02 mg/kg vs. U.S. – 0.45 mg/kg). This clarity has given exporters more confidence to ship to the U.S., boosting overall orders and contributing to price increases.

Traders Starting to Stock Goods:

Some traders in the market believe the price has reached a bottom and have begun to stock small volumes in anticipation of further price increases, which has further tightened market availability.

Low Farming Enthusiasm for New Season:

With the sowing season for the new crop approaching, planting enthusiasm among farmers remains low. In 2024, many farmers saw poor profits from pumpkin due to weak market demand. At the same time, major crops such as corn and soybeans benefit from government subsidies, making them more attractive. As a result, a noticeable shift in planting intentions is expected, potentially leading to a reduction in pumpkin acreage for the 2025 season.

2. Key Varieties and Export Dynamics

As European demand remains strong, China's pumpkin kernel exports have picked up noticeably. Prices for both **GWS and Snow White pumpkin kernels** have already seen an upward adjustment. GWS has become increasingly sought after, especially by European buyers preparing for the next season. Snow White kernels, with their clean appearance and consistent quality, continue to perform well in premium segments in Eastern EU and Mexico.



On the supply side, **seed companies are also expected to support farmers with better price guidance** to ensure stable planting for the new crop. This will help maintain a healthy balance in the supply chain, although short-term price increases are still likely.

However, **pesticide residue remains a key concern**, especially for EU-bound shipments. The European market still enforces extremely strict limits on pesticide levels, and some ingredients require very precise selection and control at the source. This makes pesticide compliance a long-term challenge and a crucial point in buyer-supplier negotiations.



Walnuts

1. Current Market Situation

Compared to other origins, **walnut prices from Xinjiang have remained relatively stable this month**, without significant fluctuation. The market continues to operate steadily, providing a sense of pricing confidence to buyers.

As the harvest season comes to an end, **quality changes are becoming more noticeable**. Kernel yield and color are gradually declining compared to the early-season standards. It is strongly recommended that buyers **confirm updated specifications** before placing new orders to avoid potential misunderstandings.

2. Insights from Gulfood & Export Hubs

During the **Gulfood Exhibition in Dubai**, we received important updates from the regional market. Both **Dubai and Turkish ports are reportedly holding large volumes of walnut stock**. This has led to **fierce price competition**.

Furthermore, **exchange rate volatility** has forced many traders to sell at lower prices to reduce financial risks, rather than wait for higher margins.

These factors have directly **limited further price growth of Chinese walnuts**, especially in price-sensitive export markets.

3. Market Outlook

In the short term, the walnut market is expected to stay **stable to slightly soft**, unless demand unexpectedly surges. However, as the availability of high-quality goods decreases, we may see **price differentiation based on grade**.

Buyers focused on quality are encouraged to secure their orders early or request customized selection and sorting from suppliers.

Additionally, ongoing **currency fluctuations and geopolitical conditions** may continue to impact trade decisions. Close attention to market signals and procurement flexibility will be essential for importers moving forward.





Sunflower Seeds & Kernels

1. Overall Market Situation

The **sunflower seed market remains generally stable** this month, with no significant price fluctuations observed across major regions. Supply and demand are in relative balance, and transactions are progressing smoothly.

As the end of the harvest season approaches, **the availability of top-quality sunflower seeds is gradually declining**. Buyers seeking high-spec material should be mindful of this shift and communicate quality expectations clearly before purchase.

2. Sunflower Kernel Advantage

One notable highlight this month is the **strong competitiveness of Chinese sunflower kernels (confectionery grade)** in the global market.

Despite stable raw material costs, **sunflower kernel prices remain highly attractive** compared to alternative products, offering excellent value to international buyers.

This price advantage has led to **steady export momentum**, especially to price-sensitive markets such as the Middle East, Southeast Asia.

Goji Berries (Wolfberries)

1. Overall Market Situation

The **goji berry market continues to experience rising prices** this month. The primary driver of this trend is the **insufficient supply** of goji berries, which has led to increased competition for available stocks.

With **more than six months left until the new harvest season**, many market participants are concerned that **current Chinese inventory will not be sufficient** to meet demand until the new crop becomes available. This has created a sense of urgency among buyers, further fueling the price increase.

